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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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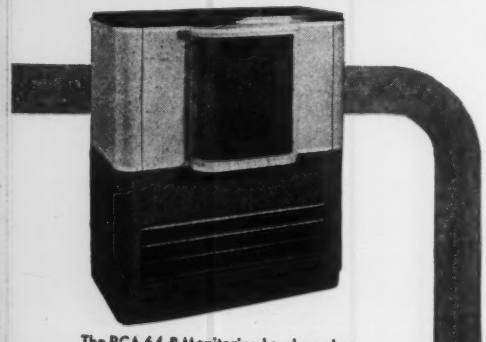

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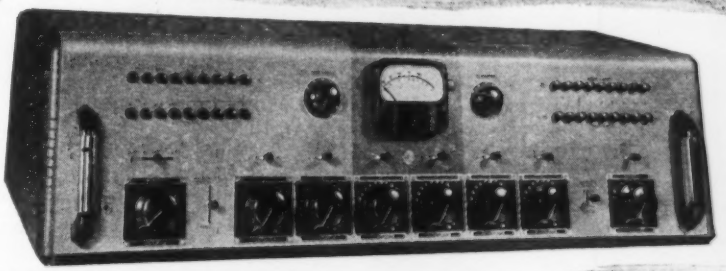

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BROADCASTING
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Vol. 26, No. 9 WASHINGTON, D. C., FEBRUARY 28, 1944 $5.00 A YEAR—15c A COPY

John E. Fetzer Named Broadcast Censor

WKZO Owner Will Take Position in April

CONTINUING his policy of selecting practical executives for key positions, Byron Price, Director of Censorship, last Friday announced the appointment of John E. Fetzer, owner of WKZO Kalamazoo-Grand Rapids as Assistant Director of Censorship for radio succeeding J. Harold Ryan. Mr. Ryan is expected to report by April 15 as president of the NAB, to which post he was recently elected by the NAB board of directors.

The new broadcast censor, a veteran of a quarter-century in radio despite his 42 years, will assume his new position about April 15. The appointment, it is understood, is for the duration.

Began as 'Ham'

Active in radio affairs, Mr. Fetzer now is serving his fourth consecutive term as an NAB director representing the 8th district, comprising Michigan and Indiana. In addition to his ownership of WKZO, he is vice-president and part owner of KXEL, 50,000-watter in Waterloo, Ia. He is a former radio "ham" and held an amateur radio license when he was 17.

Mr. Ryan, who takes over the NAB helm from Neville Miller, former mayor of Louisville, is vice-president of Fort Industry Co., operating six stations in Ohio, West Virginia and Georgia. He left Fort Industry Dec. 26, 1941—shortly after Pearl Harbor—having been drafted by Mr. Price for the censorship post. The voluntary Code of Wartime Practices for American broadcasters, invoked originally two years ago and modified three times since, has been administered under Mr. Ryan's immediate direction without a single major incident.

Mr. Price paid high tribute to the retiring broadcast censor in announcing the Fetzer appointment.

"The outstanding service rendered to this war agency by Mr. Ryan is well known throughout the broadcasting industry," he said. "He came to us in the first difficult days just after Pearl Harbor, organized the Broadcasting Division, and has given unsparingly ever since of his time and rare ability. Great credit is due him for this patriotic effort to make voluntary censorship of radio a success.

"I have accepted Mr. Ryan's resignation with great regret. It is fortunate that Censorship has been able to command the services of so able and experienced a successor as Mr. Fetzer."

Mr. Fetzer will take over the organization built by Mr. Ryan without immediate change. Chief assistants are Robert K. Richards, formerly of WSPD Toledo; Lester Halpin, formerly of KOIN-KALE Portland, Ore.; Edward H. Bronson, WCOL Columbus, O.; Charter Heslep, ex-managing editor of the *Washington Daily News* and assistant to A. A. Schechter, NBC director of news and special events.

Mr. Ryan has maintained silence regarding his immediate plans on NAB reorganization, declaring he desired first to acquaint himself thoroughly with the trade association's operations. A former member of its board of directors and chairman of its finance committee, Mr. Ryan has more than a cursory knowledge of NAB operations, budget and personnel. The immediate task, he has indicated, is that of pursuing legislation to amend the Communications Act of 1934, now pending before the Senate Interstate Commerce Committee.

MR. FETZER

While Mr. Ryan resigned his Government post, he is on leave from Fort Industry Co. Selected by the NAB board on Feb. 2 as its new president, he agreed to serve only until July 1, 1945, as the interim executive. Upon fulfilling that mission, it is presumed he will return to Toledo to direct the operations of WSPD and of the other Fort Industry stations—WWVA Wheeling, WMMN Fairmont, WLOK Lima, WHIZ Zanesville, WAGA Atlanta.

Mr. Miller, who was under contract to serve as NAB president until June 30, which would have concluded a six-year tenure, advised the board he would leave Feb. 15. The absence from Wash-

(*Continued on page 57*)

Cox Sees Industry Threat; Garey Quits

Counsel Charges That Lea Whitewashed House Probe

A FEW hours after Eugene L. Garey resigned last Friday as general counsel of the House Select Committee to Investigate the FCC, Rep. E. E. Cox (D-Ga.), former Committee chairman, in a speech on the floor of the House declared that the "evil the Committee started out to correct must be corrected soon if all media of communication are not to be paralyzed and the right of free speech and free press be lost forever."

In a written resignation, addressed to Chairman Clarence F. Lea (D-Cal.), who succeeded Rep. Cox, Mr. Garey directly charged the Californian had "repeatedly ignored the mandate of the House, stymied the staff in its work, and converted the investigation to a sheer whitewashing affair". Resigning with Mr. Garey were his assistants, Fred R. Walker, Ambrose V. McCall and Milton I. Hauser.

Chairman Lea left Washington Thursday night for a weekend rest, according to his office. Other Committee members were noncommittal, pending return of the chairman. Rep. Louis E. Miller (R-Mo.) and Rep. Richard B. Wigglesworth (R-Mass.), who broke Feb. 16 with the majority [BROADCASTING, Feb. 21] over procedure of Committee hearings, indicated that action of the majority in postponing hearings in the December 1940 sale of WMCA New York, plus Mr. Garey's resignation is "just the beginning" of sensational developments.

Rep. Wigglesworth has asked permission to address the House Tuesday (Feb. 29) and Chairman Lea will follow him. Rep. Miller also said he would have "something to say" this week. Both Republicans promised that the investigation, though temporarily halted and probably forced to discontinue, will

(*Continued on page 64*)

MR. GAREY

Record Rule Entails Cost of $750,000

Shortage of Equipment And Manpower Also Are Factors

By BILL BAILEY

ADOPTION of a proposed FCC rule, under Order 119 promulgated Feb. 1 [BROADCASTING, Feb. 7], to force networks to record all programs and keep such records one year would cost the nation's four major and 35 regional networks three-quarters of a million dollars for the first year, according to a trade survey.

Oral argument on the proposed regulation, intended as a new Sec. 3.409 of the FCC Rules & Regulations, has been set for March 15 before the Commission en banc. Deadline for filing briefs and requests for oral argument is Wednesday (March 1).

Equipment Not Available

Aside from the cost, adoption of the rule would confront networks with the possibility of daily violations, inasmuch as equipment and materials necessary to carry out such a regulation are not now available. Officials of the War Production Board, though not formally apprised of the proposed action by the FCC, have conducted their own investigation to ascertain if sufficient equipment is held by the 39 networks to record all programs, BROADCASTING learned last week.

WPB declined comment, but it was reliably reported that should the FCC rule be put into effect, the only means of assuring the networks of sufficient equipment to record all programs would be to divert several hundred recording machines from necessary military operations to civilian use. Since the country is at war, it was said, WPB would take no such action.

There also exists an acute shortage of the elements which go into the making of recording discs and tape, especially vinylite and shellac. In that connection the WPB is understood to be strongly opposed to diversion of short supplies from essential industries to the networks.

Another factor which would work hardship, should networks be required to record all programs, would be local fire regulations. Since materials used in both instantaneous and other methods of disc recording, as well as film, are inflammable, fire prevention laws require that such materials be stored in metal fireproof containers, approved by the Fire Underwriters Assn.

Again it was pointed out that the necessary metal for the manufacture of sufficient approved filing cabinets and cases to handle a year's supply of recordings is not available. Thus, if the rule is adopted, networks would be faced with violating local fire prevention ordinances.

In announcing the proposed rule the Commission's public notice said "it does not require stations to record local or non-network programs since to require recording of all local programs might impose a hardship on many of the smaller stations. No similar hardship would be involved for the network programs, it is felt."

Regionals Hard Hit

But the same announcement said that the proposed new section "would require that every radio program broadcast over a regional or national network be recorded by the station at which the program originates". In that connection the trade survey disclosed that the 35 regional networks comprise 280 stations, of which 229 either originate network broadcasts or are potential originators.

Inasmuch as at some time or another virtually every affiliate of the major networks is called upon to feed programs, adoption of Sec. 3.409 would mean that every network-affiliated station in the country would be obligated to install recording equipment to be ready for any eventuality.

Most programs on the Blue, CBS and NBC originate in New York, Chicago, Hollywood and Washington, while MBS network is fed by affiliates throughout the country. Available figures indicate that the proposed rule would entail a minimum cost to the major networks of $400,000 for the first year, including some 60 to 85 recording sets in addition to those on hand, and from 90 to 100 technicians and clerks. Those figures take into account only the necessary requirements for recording in New York, Chicago, Washington and the West Coast. Cost of recording the normal originations at affiliated stations was estimated at $50,000.

The major network estimates were based on continuous operation, whereas the regional networks would be faced with the problem of parttime engineers or working regular staff technicians overtime, inasmuch as many of the smaller nets feed programs only at intervals.

In virtually all of the 39 networks, one or more engineers above present staffs would be required. Broadcasters have been faced with an acute shortage of technical personnel. Scores of stations are training women to handle studio controls. Some have lost their only transmitter engineers to the military services and with induction of pre-Pearl Harbor fathers, radio faces a still more acute manpower problem.

Motive behind the proposed regulation brought from the various FCC Commissioners divers interpretations. While there was a general denial that the FCC had program supervision in mind, the public notice issued Feb. 1 said, in part: "In carrying out its obligation under . . . the Act, it frequently becomes important for the Commission to know what was said on a particular program."

Political Angle?

In some quarters at the Commission it was reported that the proposed regulation is meant to appease certain individual Senators and Representatives whose names have been used frequently by certain commentators. Those Congressmen have called on the FCC to produce transcriptions of the commentaries in question. Because of the recent increase in such demands from Capitol Hill, the Commission majority was reported ready to acquiesce by adopting Sec. 3.409.

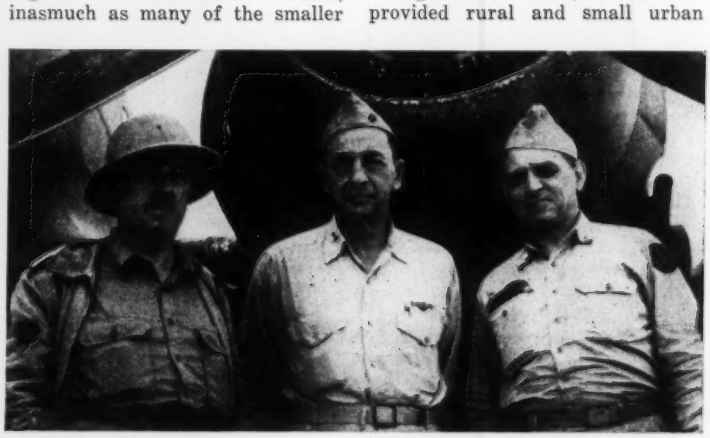
Another version was that the Commission wanted to be sure that in the coming campaign the networks are giving equal time to all candidates.

Should the rule be adopted it was pointed out that it could be the means of terminating some regional network broadcasts. Even the major network programs might necessarily be confined to the four top centers of origination.

Regional networks, which have provided rural and small urban areas with farm service and war information through network links, would have to curtail such broadcasts and confine them to originating stations having recording equipment. Regionals affected by the order are:

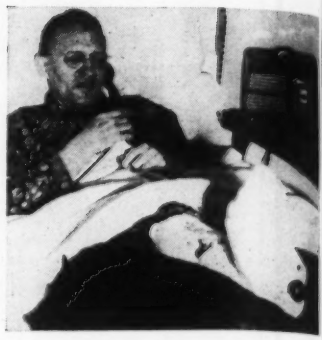
Arizona Broadcasting Co., Arizona Network, Arkansas Network, Arrowhead Network, Atlantic Coast Network, Blue Ridge Network, Central States Broadcasting System, Connecticut State Network, Corn Belt Wireless Rebroadcasting Service, Daniel Boone Regional Network, Don Lee Broadcasting System, Intermountain Network, Kansas State Network, Lone Star Chain.

Maryland Coverage Network, Mason Dixon Group, Michigan Radio Network, Minnesota Radio Network, New England Regional Network, North Central Broadcasting Co., Northern Network, Northwest Network, Oklahoma Network, Pacific Broadcasting Co.,, Quaker Network, South Central Quality Network, Southern Minnesota Network, Texas Quality Network, Texas State Network, Tobacco Network, West Virginia Network, Wisconsin Network, Wolverine Network, Yankee Network, Z-Bar Network.



Official U. S. Marine Corps Photo

AMONG THE LAST photos made of Raymond Clapper before his fatal trip to the Marshalls, is this one taken as he arrived at Munda Air Field. Frank Mason, vice-president of NBC in charge of public relations on leave as special assistant to the Secretary of the Navy is at left. Center is Maj. Gen. Ralph J. Mitchell, commander of Marine units in the Solomons.



WORM'S-EYE VIEW of bedside manner of H. K. Carpenter, WHK-WCLE vice-president and general manager, convalescing in his Cleveland apartment. He fractured his leg a fortnight ago in a fall on a slippery pavement.

Three Baltimore Stations Cancel Hooper Reports

CANCELLATION by three Baltimore stations of C. E. Hooper Reports was confirmed last week, but without formal explanation from the station managements. It was reported that WBAL, WFBR and WCBM had notified Hooper of their decision to discontinue the audience measuring service, reached at an informal meeting attended by the executives, along with a representative of WCAO. WITH, the fifth Baltimore station, was not represented.

Whether current discussions over audience service had a bearing on the action of the Baltimore stations was not disclosed. At Hooper headquarters the resignations were acknowledged, but it was said the matter would be explored promptly with the stations.

MAJ. GEORGE FIELDING ELIOT, CBS military analyst, has written a book titled *International Peace Planning*, to be published March 21 by Reynal & Hitchcock, $2.50. A plea for establishment of a United Nations Council is the theme.

Wanted–An Industry-Wide Trade Group

Craney Says Networks Are in Control Of Present Association

By E. B. CRANEY

General Manager, Z-Bar Network, Butte, Mont.

I AM happy that the NAB Board has indicated it would accept the applications for membership of stations with which I am associated. Tom Symons (the late T. W. Symons of KFPY Spokane; KXL Portland and KGIR Butte) and I resigned during the St. Louis debacle because we felt that the NAB was not representing the interest of independent stations. Its management, in our opinion, was under the direct control of the networks. Their domination of the St. Louis meeting and in the copyright controversy, I believe, bore out our convictions.

Recalls 1939 Meeting

This year, I believed the networks when their spokesmen said they were going to get rid of Mr. Miller at the Chicago Board meeting. Then some of the Board members came to Washington following the FM meeting in New York and I learned of the activities of certain well-known broadcasters in Mr. Miller's behalf. These broadcasters kept the long-distance telephone lines hot until I began to think Mr. Miller was going to "stay in", at least until July 1, when his contract expires. I must be getting soft to underestimate the networks' ability.

During the 1939 Atlantic City NAB Convention the networks seemingly went along with the idea of clearing music at the source. At a meeting in Washington, immediately following the convention, Mr. Miller learned that the networks considered the Convention just so many words and had no intention of assuming responsibility for program content. From that time until now, in my opinion, Mr. Miller was so definitely under the networks' domination on every major issue that it became virtually impossible for him to adequately represent the viewpoint of the independent broadcaster.

The reason, of course, for Mr. Miller's "resignation" is not the apparent one that was widely advertised at the Board meeting. It goes much deeper than that. The plain fact is the Board members were sold a "bill of goods" in a clever campaign preceding the actual meeting. In my opinion, probably for the first time, Mr. Miller did not follow the networks' bidding when he refused to insert all the suggestions of the networks into NAB's own proposed changes of the Bill, S-814. He opposed the networks, I believe, because he maintained that the networks proposed amendments were for their own particular benefits and not necessarily for the benefit of the whole industry. It wasn't until this happened and until he disagreed with the networks with respect to future policy on Mr. Petrillo that the networks really went to work on Mr. Miller.

But enough of the past; let us look and build for the future. Startling as this statement may seem to many broadcasters, the independent stations have no one; let me repeat that, absolutely no one who is their recognized representative before Congress and the administrative departments. By this, I mean that the NAB as now constituted never has, does not now, and there is no immediate prospect that it will represent what it purports to represent—namely, the independent broadcasters of America.

A Voice Needed

Our problem—the problem of the broadcasters—is not Mr. Miller or Mr. [J. Harold] Ryan or any other successor. Our problem is to make the Washington head of NAB a recognized representative of the independent stations of America so we may have at least as powerful a voice in our Nation's Capital as does any one of our national networks.

Contrary to what one may hear from some network officials, I am not opposed to networks as such nor do I have any personal feeling toward any individual connected with any network. There can be no disagreement that network broadcasting has performed a noteworthy service for the people of the United States.

The networks have made available to America instant communication and exchange of a few selected ideas from coast to coast; they have brought the city to the country and made available to all our people entertainment and information which in the past has been available to but a few. However, no one will contend that all network policies are such that they have made for "good" broadcasting. I believe some of their policies have led to very bad broadcasting and at times the networks have rendered a very distinct disservice to the American listening public.

I do not want to see American broadcasting government-owned or government-operated. Neither do I wish to see a broadcast system which is privately-owned but is subservient to any one particular political, social or economic ideology, or to the ideologies of a few men in a single metropolitan area who attempt to run our media of national mass communication.

Radio's Duty

Today a free people cannot maintain a free government unless they have a free radio—a radio available alike to minorities of all races and creeds. Frequencies, we must remember, whether they be AM, FM, facsimile or television, in use or out of use, are not the personal property of the radio station owner. Radio frequencies belong to no one and to everyone—the butcher, the lawyer, the garbage collector, and their wives and children have just as great a proprietary interest in them as the station operator.

Under our system it is not the prerogative of the licensee to earn as much as he can from exploitation of a temporary grant. Rather it is his duty to make it a useful medium of communication for the use of the representatives of majorities and minorities alike. Radio must be a medium of information, education and entertainment for all the people; a frequency is licensed to a station only so long as its use is administered with the judgment of a Solomon and from the use of which a licensee is allowed a very fair profit for his endeavors. That is the American Way—let us protect it.

Congress is conducting hearings which began in July, 1943, affecting American radio. Dirty linen is being dragged about. Let us hope, for the good of the American people, that it is properly cleaned.

During November and December of last year the Senate Committee on Interstate Commerce held hearings on a radio bill, S-814. Many people paraded before this Committee. A few independent broadcasters, representatives of the FCC, some labor officials, heads of two major networks (the other two networks refused to send representatives even after receiving verbal and wired invitations), officials of the FCC Bar Association and of the NAB—these were the people who testified. A transcript of those hearings is now available. I do not urge that every word of the hearings be read, but I do emphasize that there are some paragraphs that should be read by every broadcaster.

Good and Bad

There are paragraphs from which station operators will learn what members of Congress and qualified witnesses consider bad broadcasting — broadcasting which is not in the public interest and for which a renewal of license could and should be refused.

There are paragraphs from which broadcasters may learn what is considered good broadcasting.

There are paragraphs from which the whole industry may learn that no intelligent person should interpret a 20-page Supreme Court decision on the basis of five words in one of its paragraphs. Those five words "the composition of that traffic", even in themselves, do not mean Government control of program content.

There are paragraphs from which the broadcaster may learn that there are limitations on the power of the FCC—limitations, I should add, which have not always been observed by the FCC and for which they have been publicly censured. Lack of proper reporting by the trade press and in the NAB bulletins is the reason why a majority of the industry does not know all the facts, and why the cold factual record should be read by every broadcaster.

Many may be amazed to learn that those who are supposed to represent the industry said they wanted an FCC with power only to grant licenses and yet agreed that such broadcasters as Baker, Schu-

(*Continued on page 58*)

Mr. Craney

ED CRANEY is no stranger to broadcasters. Identified with practically every major controversy of the craft for a dozen years, he quit the NAB at the stormy St. Louis convention in 1941, announcing he wouldn't return until there was a change. With the departure of Neville Miller as NAB president, he applied for readmission, which was approved by the NAB board Feb. 3. Friend and confidante of Chairman Wheeler (D-Mont.), Mr. Craney in characteristic fashion, volunteers his views herewith from his vantage point as unofficial attache of the Senate Interstate Commerce Committee now writing a new radio law.

NBC Seeks Change in Video-FM Rule

Philco and WGN Apply For Visual Service; WKY-KLZ File

WITH filing of applications for five commercial television stations and a like number of FM outlets in cities in which it now maintains owned and operated standard stations, NBC last week petitioned the FCC to liberalize its regulations limiting the number of high frequency stations which may be operated by a single company. The regulations now set a limit of three television and six FM stations to the same company.

Indicating heightened interest in these new services, 18 applications —eight FM and ten television— were filed last week with the Commission. In addition to the 10 applications by NBC, Oklahoma Publishing Co. and KLZ Broadcasting Co., affiliated organizations, filed applications for both television and FM outlets in Oklahoma City and Denver. Philco Radio & Television Co. at the same time filed for two new commercial television stations, a Channel 4 outlet for Washington, D. C., and a Channel 9 station for New York. Likewise, an application of WGN Chicago requests a Channel 4 television outlet for the Chicago area. The sheaf of NBC applications reflected the intention of that network to parallel each owned station in the standard band with a television and FM station.

Two FM Pending

NBC already has pending two applications for new FM stations in Chicago and New York, and a commercial television application for Washington. NBC application which has been pending for a commercial television outlet in Philadelphia was dismissed at NBC's request on Feb. 17.

The new FM applications of NBC request stations in Washington, Cleveland, Denver, San Francisco and Los Angeles. The television applications filed last week are for Cleveland, Chicago, Denver, San Francisco and Los Angeles outlets. Standard broadcast stations now owned and operated by NBC are WEAF New York, WRC Washington, WTAM Cleveland, WMAQ Chicago, KOA Denver and KPO San Francisco.

Applications in behalf of properties of the Oklahoma Publishing Co. for both television and FM outlets to supplement existing standard facilities also were filed with the FCC last week. In Oklahoma City, where the company operates WKY, applications were filed for a television station on Channel 1 and an FM station on 44,500 kc with coverage of 21,000 sq. mi. In Denver, where KLZ is affiliated with Oklahoma Publishing Co. management, applications have been filed for a television station on Channel 3 and for an FM station on 43,500 kc with coverage of 31,400 sq. mi. unlimited time.

NBC's application for a New York FM outlet requests 45,100 kc with coverage of 8,500 sq. mi. This application was originally filed in 1940, along with an application for a similar outlet in Chicago on 46,300 kc with 10,800 sq. mi. coverage.

NBC's video application for Chicago calls for a Channel 1 station with unlimited time. The network already operates a commercial television outlet in New York, WNBT, which is a Channel 1 station.

Application for the NBC Washington FM outlet requests frequency of 44,300 kc. Television application now pending for Washington is for a Channel 2 station. Original application filed in June 1941 was granted in December of that year and assigned call letters of WNBW. The construction permit subsequently expired and was cancelled by NBC request. The application was refiled in May 1943.

West Coast NBC applications call for a new FM station on 43,900 kc and a Channel 4 television station for San Francisco, and a 44,100 kc FM outlet and a Channel 3 television station for Los Angeles.

The Cleveland NBC applications are for an FM station on 43,700 kc and a television station on Channel 1. FM application for Denver asks for 43,900 kc and the requested Denver video outlet is for Channel 2.

The Commission was asked in the petitions accompanying the NBC applications to amend, through deletion of certain provisions, those sections of its regulations which specify that the ownership, operation or control of more than three television stations or six FM stations by the same company constitute a "concentration of control" inconsistent with public interest.

Other applications for new broadcast facilities received by the FCC last week included WICA Ashtabula, Ohio, for an FM station on 48,900 kc with a coverage of 3,116 sq. mi. The *Courier-Journal* and *Louisville Times*, licensees of WHAS Louisville, filed for a construction permit for a temporary Class II experimental broadcast station to be operated on 45,700 kc with power of 1 kw, utilizing special emission.

York County Broadcasting Co. of Rock Hill, S. C., applied for a new local standard station. Outlet is to operate unlimited time on 1380 kc with 250 w. Reinstatement of an application for a new FM station was made by Cherry & Webb Broadcasting Co. of Providence, R. I., licensee of WPRO, seeking 47,500 kc with 6,207 sq. mi. coverage.

NAB Legislative Committee Slated for Senate Meeting

POSSIBILITY that a revised version of the White-Wheeler Bill (S-814) to amend the Communications Act of 1934 will be ready for consideration of the Senate Interstate Commerce Committee late this week or sometime next week appeared likely last Friday following a series of conferences between the co-authors, Sens. Wheeler (D-Mont.) and White (R-Me.). Whether legislation will be passed by this Congress appeared to be a toss-up.

Following a conference last Friday between Neville Miller, retiring NAB president, and J. Harold Ryan, president-elect, NAB called a meeting of its Legislative Committee for Tuesday (Feb. 29) in Washington. The broadcasters will meet with Sens. Wheeler and White after their own session.

Committee members were notified by wire last Friday of the call. They are: Don S. Elias, WWNC; Clair R. McCollough, WGAL; Joseph H. Ream, CBS; Frank M. Russell, NBC Washington; James D. Shouse, WLW; James W. Woodruff Jr., WRBL; G. Richard Shafto, WIS; Nathan Lord, WAVE; Ed Yocum, KGHI.

Officials of CBS and NBC conferred last week with Sen. Wheeler, Committee chairman. Meeting with him Wednesday were Paul W. Kesten, CBS executive vice-president; Joseph H. Ream, vice-president and secretary, and Earl Gammons, director of Washington operations. On Thursday Niles Trammell, NBC president, and Frank M. Russell vice-president in charge of Washington operations, met with Chairman Wheeler. Mr. Trammell and William S. Paley, CBS president now on leave overseas for the OWI, testified before the Committee during hearings on the measure last November and December.

At a Standstill

Sen. Wheeler said Thursday that he and Sen. White were "still working" on the bill. Sen. White said Friday that progress on the measure appeared to be at a "standstill". He indicated there still remain several points in the proposed law over which he and the chairman differ.

"I haven't talked with Senator Wheeler for several days," said Sen. White. "I know what I think should be in the law. Just when the bill will be ready for the Committee is largely up to the chairman."

A resolution adopted by the New Haven (Conn.) Central Labor Council, opposing "the absorbing of the radio industry by the newspaper industry" and urging legislation "to prevent the continuance of this monopolistic trend" has been referred to the Committee. It was presented in the Senate by Sen. Maloney (D-Conn.) Feb. 17.

Pall Mall Acquires Jack Benny Series

Comedian Understood to Get $25,000 Weekly for Show

AMERICAN CIGARETTE & Cigar Co., New York, will sponsor Jack Benny in his present 7-7:30 p.m. Sunday spot on NBC, beginning next fall, the comedian announced last Thursday. He has signed a three-year contract with the company to broadcast a weekly program for Pall Mall Cigarettes, he stated, with his 10-year association with General Foods which he described as "10 of the happiest years of my career", coming to an end with the broadcast of June 11.

The Sunday evening period on NBC is controlled by Benny under the terms of his last contract with General Foods, a situation believed to be unique in radio. When the contract was signed the comedian received from NBC a letter specifying that should he not continue under the same sponsorship at the conclusion of the contract, he should have the right to turn that choice spot over to any other sponsor—as long as the company is acceptable to NBC.

Pay Boost Claimed

Financial details of the new contract were not disclosed but it is understood that the cigarette company will pay $25,000 for the program each week, that sum covering the orchestra and all other talent on the broadcast, which is produced and sold by Mr. Benny as a package. His current contract reportedly is for $22,500 weekly.

White's New Post

SEN. WALLACE H. WHITE Jr., of Maine, co-author of the Radio Acts of 1927 and 1934, and best informed man in Congress on radio, is expected to become the Republican leader of the Senate with the death last Friday of Sen. Charles L. McNary of Oregon. He has been acting minority leader since last November, when Sen. McNary underwent a brain operation. He is co-author of the White-Wheeler Bill (S-814) to rewrite the Communications Act, and is ranking minority member of the Senate Interstate Commerce Committee.

Wildroot Plans

WILDROOT Co., Buffalo, makers of toilet preparations and hair tonics, has completed plans for the largest advertising campaign in its history. The 1944 budget calls for an expenditure of $1,000,000, the largest proportion to be used for radio.

Sold
$310,800
In War Bonds

in one hour and five minutes!

Baltimore listened to the Mayor and 19 City Councilmen . . . and telephone-pledged that big sum! Stunt put on by W-I-T-H. This was in addition to the 30 day Bond promotion in which W-I-T-H gave away $6,000.00 in Bonds!

On The Air 24 Hours A Day—7 Days A Week

WITH

THE PEOPLE'S VOICE IN BALTIMORE

Tom Tinsley, *President*

Represented Nationally by Headley-Reed

WIRE FROM SCOOP
NBC Vice-President Father Of 9-Pound Girl

KEEPING a commitment made to the NAB board of directors at its meeting in Chicago, Feb. 2-3, Frank M. Russell, NBC Washington vice-president, last Wednesday dispatched this telegram:

"Had hoped to advise you that Gale Russell would protect the American System of Broadcasting from Fly (James Lawrence) for another generation, but it was a girl and we are naming her Gail."

Editors note: Nine-pound Gail Russell was born at 6 p.m., Feb. 22 (George Washington's birthday). Mother and daughter are doing well at Columbia Hospital, Washington.

Dick Connor Quits MBS Station Post

Future Plans Not Divulged; Godwin Acting Director

RICHARD F. CONNOR has resigned as director of station relations of MBS to return to his home at Manhattan Beach, Cal., the network announced last week. Charles Godwin, manager of the southern division of Mutual's station relations department, has been named acting director of the department until a successor to Mr. Connor has been appointed. Mr. Connor's plans were not divulged.

Mr. Connor joined MBS last spring, leaving the post of station relations chief of the Office of War Information to accept the network assignment. A former West Coast newspaperman, he broke into radio in 1929 at KMIC Inglewood, Cal. (now KRKD) and subsequently served as general manager of KMPC Beverly Hills.

Mr. Connor

Mr. Godwin

He later organized his own advertising agency in Los Angeles, which he operated until January 1941, when he accepted a special assignment to broadcast affairs of state on the Don Lee Network. After Pearl Harbor Mr. Connor was chosen as Radio Coordinator of the Southern California Broadcasters Assn., developing a wartime emergency radio plan which was widely copied in other areas. In December 1942 he joined the OWI.

R. H. MACY & Co., New York, has opened offices in the Chicago Merchandise Mart to operate in conjunction with the May department stores. Combined purchases of these companies was estimated at $400,000,000 annually by the Chicago general manager, Simon M. Jacobs.

NEW MUTUAL PROGRAM for Boots Aircraft Nut Corp., started Feb. 27 in the 4-4:30 p.m. period, was discussed at a program conference. Scanning the script for *Wide Horizons* are (l to r): George Burbach Jr., of Mutual sales service; Casey Jones, aviation expert starred on the series; Sheelagh Dille, in charge of talent; Eddie Dowling, Broadway actor; Thomas G. Sabin, radio director, Cecil & Presbrey, New York.

Fate of NAB Convention Next August May Hinge on Travel Appeal of ODT

ALTHOUGH plans tentatively have been made for the 1944 NAB convention in Chicago Aug. 28-31, final determination will be withheld pending consideration of the latest appeal of the Office of Defense Transportation that American business "hold the line" against conventions, trade shows and other meetings as a means of curtailing travel.

J. Harold Ryan, president-elect of the NAB, told BROADCASTING last week that he would canvass the war conference-convention matter as one of his first orders of business in taking over the NAB post, probably early in April. Mr. Ryan has not set the definite date for his departure from the Office of Censorship, where he is assistant director in charge of broadcasting, pending the breaking-in of his successor.

ODT's Viewpoint

In an announcement Feb. 21, Joseph B. Eastman, director of ODT, urged against holding of meetings not connected with the war effort, because of the unnecessary burden on transportation and on hotels. He said many conventions have been cancelled in the past in response to his earlier requests, but that some organizations have declined to call off their meetings. As a result, some organizations that have previously cancelled meetings "have felt they could not conform with our convention policy."

Mr. Eastman made it clear that ODT has no power and "certainly no desire to infringe on the exercise" of the right to hold meetings. Cancellation of a convention, therefore, he said, must be a voluntary act on the part of those responsible for the organization's affairs.

He pointed out that the transportation problem is extremely serious now because of the tremendous volume of military and highly important business traffic. He urged all organizations scheduling meetings to reconsider their plans, irrespective of the relationship of the organization to the war effort. The months ahead will be "a very critical time for transportation in this country," he said.

Mr. Ryan declared that the whole matter of the NAB annual meeting will be reappraised in the light of then prevailing conditions. It is presumed he will first take up the matter with the NAB board of directors and possibly with the membership. The fact that radio is so directly tied into the war interest and that other media organizations, such as the American Newspaper Publishers Assn., have scheduled conventions, will be taken into account.

The convention originally was set for April 10-13 at the Waldorf-Astoria in New York. Because of indications from ODT on he critical travel situation, the NAB board, at its meeting in Chicago Feb. 2-3, established the tentative August 28-31 dates at the Palmer House in Chicago.

Rubens Now Captain

WALTER L. RUBENS, president of the Walter L. Rubens & Co. Adv. Agency, Chicago, now on leave with the Army, has been promoted to captain. Warren Seelye and Helen Shanesy are currently in active charge of the Chicago agency. Mr. Rubens enlisted in the Army in July 1942 and subsequently went to Officer's Candidate School. He was commissioned a 2nd lieutenant last March and is now stationed at Ft. Knox, Ky.

Gain in Farm Listening Causes Battery Shortage

INCREASED radio listening by farmers was indicated in a report issued last week which gave that as the reason why farmers have been unable to buy batteries as often as desired, rather than because of restrictions on production or distribution of batteries. To the contrary, WPB pointed out that last year the dry battery industry produced the equivalent of 3,750,000 radio battery packs, compared with 3,500,000 in 1940. Possibility of increasing the supply of dry batteries above the 1943 figure appears remote at this time, the WPB reported.

Shipments of No. 6 (6-inch) type batteries, including multiple types, were almost exactly the same in 1943 as in 1940. These batteries are used to a large extent in rural areas. Thus the hope of meeting farmers' batery needs in 1944 [BROADCASTING, July 26, 1943] is still slight, according to WPB.

Nets to Aid Red Cross In Campaign for Funds

NETWORKS will take an active part in the annual Red Cross Drive to raise $200,000,000. War Fund Meeting in Madison Square Garden Feb. 29 at which Thomas E. Dewey and Eleanor Roosevelt will speak, is to be carried by Mutual. The same day Mutual will carry story of blood donated in Red Cross Center to the interviewing of soldiers saved by plasma in Halloran Hospital, New York. Mrs. Jimmy Doolittle will speak on *This Is Fort Dix*, MBS show and drive will be highlighted on Gillette's *Cavalcade of Sports* boxing matches.

Experiences of Red Cross workers in England with former Blue producer is scheduled and Maj. Gen. Norman T. Kirk, Surgeon General of the Army, will speak on CBS. A dramatic sketch by William Robeson, CBS director, will be heard. A two-way broadcast from United States and fighting fronts is scheduled for NBC, with John Vandercook narrating. Tallulah Bankhead will play leading role in repeat broadcast of *I Served on Bataan*.

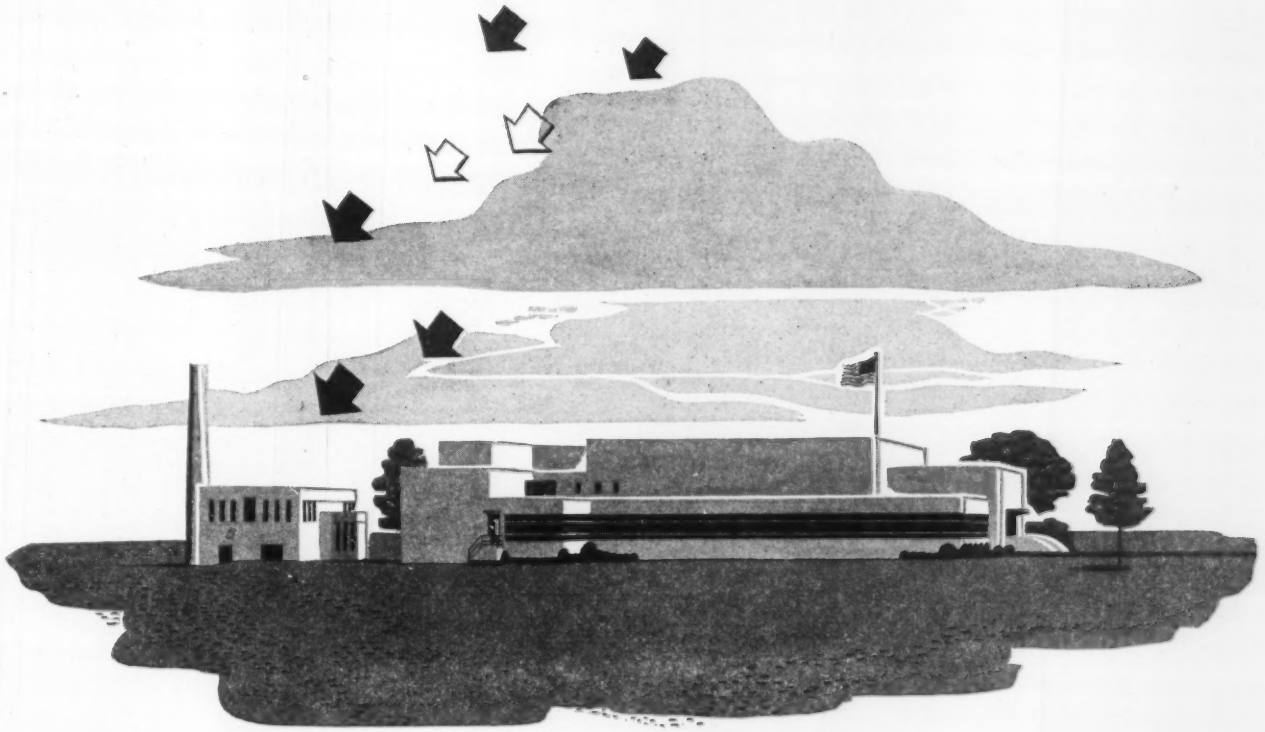
U. S. MARTIME Commission has named a Liberty ship for Raymond Clapper, Mutual commentator and Scripps-Howard columnist who was killed in a plane collision during the invasion of the Marshall Islands.

Stabbed in Back

BROADCASTERS attending the 12th NAB district meeting in Tulsa last Monday found themselves lampooned via their own program offerings. A presentation of "Dr. Holderman, of the Huffman Research Institute" covered a scholarly discourse, supported by sample off-the-air recordings panning soap operas, multiple-spotting, radio preachers and commentators. "Dr. Holderman" was later introduced as Ben Henneke, professor of speech and dramatics at Tulsa U. and parttime KVOO announcer.

The noisy little building that keeps things

QUIET



The keen ear of FM is one of the reasons for its superior reception. This very accuracy presents an engineering problem, for every sound is picked up and accurately relayed . . . even the faint rumble of a machine in the building.

So WMFM engineers worked closely with the architects and builders of Milwaukee's Ultra-Modern Radio City. They determined to keep every studio absolutely soundproof. They succeeded.

Hence the building in the back of Radio City. Here are housed the generators, heating plant, air-conditioning equipment and other necessary, though noisy, machinery.

Perfection is the goal at WMFM. Perfection that combines the miracle of static-free, crystal-clear FM, with the finest broadcasting equipment and facilities . . . perfection in programming WMFM to the wants and needs of its community.

These ingredients have won the approval, enthusiasm and listenership of thousands of Wisconsin families.

THE MILWAUKEE JOURNAL FM STATION

Member—The American Network

Out of
a total
of 18...

The notable poll of opinion among active radio editors throughout the U.S., originated by the *New York World Telegram*, was conducted during 1943 by *The Billboard*. Among its results: First place went to CBS programs in *10 classes out of 18.* (The second network received 7 first places; the third network received 1; the fourth none.)

☆ *CBS "Firsts":*

★*Favorite Programs:*
...FRED ALLEN

★*Outstanding Broadcast, 1943:*
...CBS OPEN LETTER TO THE AMERICAN PEOPLE

★*Top Symphonic and Concert Programs:*
...NEW YORK PHILHARMONIC-SYMPHONY

★*Top Dramatic Programs:*
...LUX RADIO THEATER

★*Top Documentary Programs:*
...THE MAN BEHIND THE GUN

★*Top Children's Programs:*
...LET'S PRETEND

★*Top Concert and Opera Singers:*
...GLADYS SWARTHOUT

★*Top Female Singers:*
...DINAH SHORE

★*Radio's Newest Star, 1943:*
...FRANK SINATRA

★*Top Light Music and Dance Orchestras:*
...GUY LOMBARDO

What is more:

Of 13 leading concert and opera singers in the vote, *4 were CBS stars*, 3 were regular stars on other networks, 6 were occasional performers.

Of 11 symphonic and concert programs named, *5 were CBS features, and 1 is a newcomer to CBS* after long absence from the air.

Of 10 female singers named, *6 were regular CBS features.*

Of 11 "army-governmental" programs named, *4 were CBS programs*, and 4 were originated by the government on other networks.

Of 9 "favorite programs" *3 were on CBS.*

Of 9 documentary programs, *3 were CBS originations*, 2 originations by the government.

Of 15 leading comedians, *6 were on CBS.*

Of 8 candidates named for top honors as radio's newest star, *5 of them were on CBS.*

Of 9 outstanding single broadcasts named, *4 were on CBS.*

Of 11 leading dramatic programs voted on, *6 were regular CBS features* (totalling nearly 70% of all votes cast).

Of 12 light music and dance orchestras named, *5 were on CBS* alone, 2 more were CBS "remotes".

Of 10 "top 15-minute programs" nominated, *3 were on CBS*—and 1 more was shared by CBS and the second network.

Of 7 top male singers named, *3 were on CBS.*

Balanced teamwork by the program departments of CBS sponsors, their agencies, the artists, and the network's own creative people, has added up once more to the finest variety of radio product offered to a steadily expanding radio audience by any American network.

To the seasoned professional critics of radio, whose keen and rigid standards so ably promote radio's daily forward progress, go the grateful acknowledgments of all those whose efforts they approved in this *Billboard* poll.

This is CBS..the Columbia Broadcasting System

MAIN COURSE was served in GI mess kits to staff members of WCKY and 1,000 other Cincinnatians at dinner given as part of series of Fourth War Loan programs broadcast over CBS from Hotel Gibson. Seated in background are (l to r): Leo Spaeth of WCKY sales staff; Virginia Dietz, his guest; Mrs. Fred Palmer; Fred Palmer, WCKY manager; Dale Stump, Columbus, O., attorney and brother-in-law of Mr. Palmer. In foreground is Robert Fleming, WCKY production manager.

Broadcasters, Publishers Are Asked To Supply Trained Men for Overseas

ELMER DAVIS, OWI director, called upon broadcasters and newspaper publishers last week to provide 450 trained men to assist OWI in psychological warfare operations overseas in connection with "impending military operations".

Following a two-day meeting with members of the Radio News & Policy Committee, the Newspaper Advisory Committee, and the War Advertising Council, during which OWI's special needs were reviewed in detail, Mr. Davis issued an appeal for 100 newsmen; 60 radio engineers; 30 radio announcers, script writers and producers; 20 radiophoto editors and reproduction editors; 20 picture editors and photographers; 150 language specialists; 50 publication writers, artists, layout men and printing experts; and 20 Morse code operators.

Committee Named

To assist OWI in recruiting these men, Mr. Davis appointed a special committee representing the broadcasting, newspaper and advertising industries. The committee includes: Earl Gammons, CBS Washington; Kenneth Berkeley, Blue, Washington; Charles C. Barry, eastern program manager, Blue; Lewis Allen Weiss, vice-president, Don Lee; Carlton Smith, NBC Washington; William Brooks, director, news and special events, NBC; Palmer Hoyt, publisher, *Portland Oregonian* (KGW-KEX); Paul West, president, Assn. of National Advertisers; T. S. Repplier, general manager, WAC.

Mr. Davis assured the Committee the State and War Departments not only endorsed the program, but called upon OWI for its fulfillment. He announced that the majority of those recruited would go abroad before many months pass, that many would go overseas within a few weeks and that others would replace OWI men in America who are urgently needed abroad.

Specific types of candidates required for "this pressing program" were described as follows:

Radio Engineers: All types of qualified radio engineers can be used for the erection and repair of transmitters, recording, studio and operation work. Men with five to ten years of experience in this field can be employed for overseas duty. They should be at least 26 years old, preferably older. . . . These men will be sent overseas as rapidly as they can be cleared as training in this country is not essential. Men experienced in sending and receiving radiophotos, or interested in this subject, are badly needed.

Radio Announcers, Script Writers, Producers: These must be top-notch men with long radio or related experience if we are to get them cleared. Men experienced in operating small radio stations can also be used to take over and run radio stations in liberated areas.

Radiophoto Editors and Reproduction Editors: These men should be experienced in reproduction processes as they will actually produce airborne and other leaflets on the field Training is given on portable Davidson presses which operate close behind the lines in conjunction with radiophoto receivers. Technical skill and experience are important factors.

Language Specialists: Men truly bilingual can be used in many ways Interrogation of prisoners, obtaining intelligence, control of foreign newspapers, announcing, translations, liaison with local press and monitoring fall within this field. Some of highest capability can be employed. Perfect language ability is recognized as a rare skill and therefore carries considerable weight in obtaining permits to go overseas.

Morse Code Operators: Eventually 200 of these men will be required to receive news broadcasts and to intercept enemy transmissions. Ability to handle 25 to 30 words a minute is essential although training courses are conducted for those not up to this speed.

OWI stated that men aged 38 to 45 are preferred but that men from 30 to 37 who are especially qualified will be considered for jobs as radio announcers, script writers, producers, radiophoto editors and reproduction editors. Candidates should write to Ralph Stillman, OWI Outpost Service Bureau, 250 W. 57th St., New York.

Salaries for men overseas range from $2,600 to $6,500 with the bulk falling in the $3,800-$4,600 range. In addition, living allowances will practically cover costs abroad. Working conditions were described by OWI as "hard" and "trying" and living accommodations generally "scarce and poor". OWI also cautioned that "people are crowded together and illness is frequent. Ability to withstand hardships and changing conditions is essential to effective work and personal satisfaction".

The inclusion of engineers in the recruiting program, OWI officials explained, carries the six-month rotating privilege previously offered to broadcasting stations by James O. Weldon, Chief of the Bureau of Communications Facilities, as an incentive to releasing technicians for overseas service [BROADCASTING, Jan. 31]. Since the publication of BROADCASTING's article, a number of stations have offered to make engineers available, it was stated, and from 10 to 15 men are being considered as definite prospects.

Qualified men are hired within 10 days to two weeks and are sent abroad within six weeks. Part of this delay, it was pointed out, is due to difficulties in obtaining transportation but efforts are being made to improve this situation. In the interval between appointment and departure for overseas, the men are given various inoculations and a short period of training to fill in gaps in their experience. At present, engineers are sent to the European and Mediterranean theatres of war.

Health Standards

Engineer applicants must enjoy generally good health for the OWI overseas posts but handicaps which do not interfere with the ability to carry on work are no bar to acceptance. A number of 4-F's have been sent overseas and men so classified because of minor disabilities are eligible. While OWI prefers men not eligible for military service, candidates are considered regardless of their Selective Service status.

In addition to radio, newspaper and advertising men, the following OWI officials attended the meeting called by Mr. Davis: Edward Klauber, Associate Director; George Healy Jr., Director, Domestic Branch; and Philip H. Cohen, Chief, Domestic Radio Bureau.

Grocers Laud Radio

"BEHIND the Figures," bulletin of the U. S. Wholesale Grocers' Assn. cites 1943 radio advertising as it affected the popularity of leading processors' brands. Under the heading, "Increasing Sales for Food Products," the bulletin points out that General Foods spent $4,868,710 on 1943 radio advertising, General Mills, $2,879,392, Kellogg Co., $1,803,079; Quaker Oats Co., $1,580,328; and Campbell Soup Co., $1,540,680. "These comments," the association's bulletin reveals "merely state statistically what every wholesale grocer knows: Extensive and persistent publicity has created and developed consumer demand for national brands."

Caution Is Urged In Handling News

Price Tells of Danger From Careless Rewriting

BROADCASTERS who rewrite both domestic and foreign news before putting it on the air were cautioned last week by Byron Price, Director of Censorship, against injecting any new information or meaning, without appropriate authority, into overseas or accredited correspondents' dispatches. "Such rewriting," Mr. Price pointed out, "can force correspondents to accept responsibility for material which they did not originate, and may cause the curtailing of their privileges." There is also the security danger, which is apparent, Mr. Price's statement pointed out.

The memorandum, which went out to all correspondents and broadcasters, follows:

> The handling of material received from abroad and from accredited correspondents can present a danger not only to national security, but to wartime news operations, if, in rewriting the material, the meaning is changed or new information is added which conflicts with the Codes without appropriate authority.
>
> The security danger is apparent. Also, such rewriting can force correspondents to accept responsibility for material which they did not originate, and may cause curtailing of their privileges.
>
> There is no objection to normal editing and handling, but any new information or meaning added without appropriate authority to overseas or accredited correspondents' dispatches should come from the same source as the original. Cooperation is earnestly requested.

Shortwave Rebroadcasts

UNITED NATIONS Radio Algiers (North Africa) and Radio Bari (Italy) began a regular schedule of rebroadcasts of a number of CBS musical programs, including the New York Philharmonic Symphony Orchestra, Philadelphia Orchestra, Andre Kostelanetz Orchestra, *Invitation to Music*, *Family Hour*, *Your Hit Parade* and several dance bands. Transmited in English by shortwave, the programs are picked up and rebroadcast by the stations at Algiers and Bari, with cut-in announcements in French and Italian, respectively. Most of the programs are also beamed to Latin America in Spanish and Portuguese, CBS reports, so they are now heard in five languages.

Westinghouse on Blue

WESTINGHOUSE ELECTRIC & MFG. Co., Pittsburgh, will start a quarter-hour thrice-weekly musical show, starring Sally Sweetland, formerly heard as one of the Music Maids on the Bing Crosby broadcasts; the King's Men, male quartet heard on the *Fibber McGee & Molly* programs; a 16-voice male chorus and a piano duo, on a Blue Network of 165 stations, on March 13. New series is in addition to the Sunday afternoon series on NBC. Mc-Cann-Erickson, New York, is agency.

BLONDIE originates at KNX ...so does MEET JOE PUBLIC

THERE'S no nobler folk-cry on the air than Dagwood Bumstead's anguished S.O.S.: "*Blon*-dee!" There's no more satisfying program: as sure as Morgenthau's collections you know that Dagwood is going to get into new trouble—probably with Mister Dithers—and Blondie is going to get him out of it. Hats off, men and women, to *Blondie*. Dials on, folks, to *Blondie*, from Portland, Maine to the same in Oregon.

And why has the program taken America? Superb writing, of course, and notable acting by Penny Singleton and Arthur Lake. But what converts a perfect studio-performance into a flawless broadcast is the smooth, professional handling of KNX' highly unusual facilities—a quality of electronic showmanship that polishes some two dozen of radio's best shows across the continent.

This same polish turns out Art Baker's *Meet Joe Public* for local listeners throughout Southern California. It's a unique interview-program—it picks audience-listeners, analyzes their reactions to questions of the day, enlists them in songs, and keeps good-nature in high gear from sign-on to sign-off—with Art Baker bouncing up and down the aisles every minute. Unpredictable... all *ad lib*... and yet the show has a clearly defined and unusual pattern.

You can't buy in on it—it's sponsored. You might whistle at it, but only in fun. But by all means listen to it as an example of KNX production skill ...the skill that KNX will put to work for you on your next program. Ask us or Radio Sales to tell you about the KNX shows that *are* for sale, too.

KNX
LOS ANGELES
50,000 WATTS
COLUMBIA OWNED

CBS

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

FCC Finds 52 Clear Stations Averaged '43 $1,000,000 Sales

Analysis, Released Without Explanation, Shows 50 kw Station Return of Almost 50 Millions

THE NATION'S 52 stations operating with 50,000 w on clear or duplicated clear channels had average individual *net time sales* of approximately $1,000,000 during 1943, according to an analysis released last Wednesday by the FCC. Aggregate net time sales totaled $49,793,000 for the calendar year, an increase of 18% over the 1942 figure.

The FCC study, prepared by its accounting department, covered the location, ownership, networks and affiliations of the 52 stations, in addition to the business breakdown. It marked the first time the FCC had released such a study.

Reason Not Cited

Inquiries at the Commission failed to reveal the reason for the compilation at this time. In some quarters it was viewed as an effort to spotlight the status and revenues of the bigger stations. Whether the release has any relationship to pending legislation for revision of the Communications Act of 1934, now under consideration by the Senate Interstate Commerce Committee, was the basis for some conjecture.

It is known that consideration has been given to a possible limitation on power of clear channel stations of 50,000 w, as a means of thwarting higher powers for standard broadcast stations.

It was stated at the FCC accounting department that the clear channel analysis is the first of a series covering all classes of stations. Case history breakdowns of regionals, locals and high-power regionals, by power categories, are being prepared and will be made public as soon as completed. Any association with pending legislation was disclaimed.

Net time sales, under radio accounting practice, represent gross billings less frequency and promotional discounts and therefore constitute gross receipts from the sale of time. These receipts are before deduction of agency commissions.

The full text of the FCC release follows:

RE: CLEAR CHANNEL 50,000 WATT STATIONS

During the year 1943 there were 52 standard broadcast stations operating with power of 50 kw., one of these stations (WTOP) being located in the District of Columbia, and the remaining 51 located in 25 states, as follows:

1 in each of 14 states: KIRO Seattle, Wash.; KMOX St. Louis, Mo.; KOA Denver, Colo.; KOB Albuquerque, N. Mex.; KSL Salt Lake City, Utah; KVOO Tulsa, Okla.; WBAL Baltimore, Md.; WBZ Boston, Mass.; WHAS Louisville, Ky.; WJR Detroit, Mich.; WRVA Richmond, Va.; WSB Atlanta, Ga.; WTIC Hartford, Conn.; WWVA Wheeling, W. Va.

2 in each of 5 states: Iowa: KXEL Waterloo; WHO Des Moines; Louisiana: KWKH Shreveport; WWL New Orleans; Minnesota: KSTP St. Paul; WCCO Minneapolis; North Carolina: WBT Charlotte; WPTF Raleigh; Tennessee: WLAC and WSM Nashville.

3 in each of 3 states: California: KFI and KNX Los Angeles; KPO San Francisco; Ohio: WCKY and WLW, Cincinnati; WTAM Cleveland; Pennsylvania: KDKA Pittsburgh; KYW and WCAU Philadelphia.

5 in the State of Illinois (Chicago): WBBM WENR WGN WLS WMAQ.

5 in the State of Texas: KRLD and WFAA Dallas; KTRH Houston; WBAP Ft. Worth; WOAI San Antonio.

8 in the State of New York (5 of which are located in New York City): New York City: WABC WEAF WHN WJZ WOR; Schenectady: WGY; Rochester: WHAM; Buffalo: WKBW.

This is an increase of 19 stations operating with power of 50 kw over Jan. 1, 1938; and an increase of 3 over the year 1942. The 19 stations added since the beginning of 1938 are: KIRO Seattle; KOB Albuquerque; KRLD Dallas; KSTP St. Paul; KTRH Houston; KVOO Tulsa; KWKH Shreveport; KXEL Waterloo; KYW Philadelphia; WBAL Baltimore; WCKY Cincinnati; WHN New York; WKBW Buffalo; WLAC Nashville; WOAI San Antonio; WPTF Raleigh; WRVA Richmond; WTOP Washington, D. C.; WWVA Wheeling.

The three stations added in 1943 are: KTRH Houston; KVOO Tulsa; KXEL Waterloo.

There are also two outstanding construction permits: KWBU Baylor University & Carr P. Collins, Corpus Christi, Texas; WINS Hearst Radio Inc., New York City, N. Y.

The 52 stations reported "net time sales" amounting to $49,793,000 for the year ended Dec. 31, 1943, and the same stations reported $42,029,000 for the year 1942, an increase of more than 18 percent, or $7,764,000. One of these stations reported a decrease in "net time sales" and the remaining 51, reported increases ranging from $30,000 to $540,000.

These stations may be grouped as follows:

1 station reporting a decrease of $52,000.

[1] 14 stations reporting increases of $30,000 to $75,000.

21 stations reporting increases of $75,000 to $150,000.

[2] 16 stations reporting increases of $150,000 or more.

These stations are outlets for the four major networks, as follows:

Blue (5 stations): KXEL Waterloo; WJZ New York City; WWVA Wheeling; WENR and WLS Chicago.

CBS (20 stations): KIRO Seattle; KMOX St. Louis; KNX Los Angeles; KRLD Dallas; KXL Salt Lake City; KTRH Houston; KWKH Shreveport; WABC New York City; WBBM Chicago; WBT Charlotte; WCAU Philadelphia; WCCO Minneapolis; WCKY Cincinnati; WHAS Louisville; WJR Detroit; WKBW Buffalo; WLAC Nashville; WRVA Richmond; WTOP Washington, D. C.; WWL New Orleans.

NBC (24 stations): KDKA Pittsburgh; KFI Los Angeles; KOA Denver; KOB Albuquerque; KPO San Francisco; KSTP St. Paul; KVOO Tulsa; KYW Philadelphia; WBAL Baltimore; WBAP Ft. Worth; WBZ Boston; WEAF New York City; WFAA Dallas; WGY Schenectady; WHAM Rochester; WHO Des Moines; WLW Cincinnati; WMAQ Chicago; WOAI San Antonio; WPTF Raleigh; WSB Atlanta; WSM Nashville; WTAM Cleveland; WTIC Hartford.

Mutual (2 stations) WGN Chicago; WOR New York City.

The remaining station (WHN New York City) received revenue from intermittent network connection during the year 1942.

Fourteen of these stations are owned and operated by major networks:

Blue (2): WENR Chicago; WJZ New York City.

CBS (7): KMOX St. Louis; KNX Los Angeles; WABC New York City; WBBM Chicago; WBT Charlotte; WCCO Minneapolis; WTOP Washington, D. C.

NBC (5): KOA Denver; KPO San Francisco; WEAF New York City; WMAQ Chicago; WTAM Cleveland.

Eleven are owned or controlled by corporations that are in the publishing business:

KOB, Albuquerque Broadcasting Co., Albuquerque, N. Mex. (Owned or controlled by T. N. Pepperday).

KRLD, KRLD Radio Corp., Dallas, Tex. (Owned or controlled by Times Herald Printing Co.).

KTRH, KTRH Broadcasting Co., Houston, Texas. (Owned or controlled by Houston Chronicle Publishing Co.)

KWKH, International Broadcasting Corp., Shreveport, La. (Owned or controlled by Times Publishing Co.)

WBAL, Hearst Radio, Inc., Baltimore, Md. (Owned or controlled by American Newspapers, Inc.)

WGN, WGN Inc., Chicago, Ill. (Owned or controlled by Chicago Tribune).

WHAS, Courier Journal and Louisville Times Co., Louisville, Ky. (Owned or controlled by G. B. Bingham.)

WSB, Atlanta Journal Co., Atlanta, Ga. (Owned or controlled by Jas. M. Cox and family).

WBAP, Carter Publications, Inc., Ft. Worth, Texas. (Owned or controlled by Amos Carter).

WFAA, A. H. Belo Corp., Dallas, Texas. (Owned or controlled by G. B. Dealey).

WLS, Agricultural Broadcasting Co., Chicago, Ill. (Owned or controlled by Prairie Farmer Publishing Co.)

Seven are owned or controlled by manufacturing companies:

KDKA, Westinghouse Radio Stations, Inc., Pittsburgh, Pa. (Owned by Westinghouse Electric & Mfg. Co.)

KYW, same as above, Philadelphia, Pa.

WBZ, same as above, Boston, Mass.

WGY, General Electric Co. Schenectady, N. Y. (Owned or controlled by licensee).

WHAM, Stromberg-Carlson Co., Rochester, N. Y. (Owned or controlled by licensee).

WLW, The Crosley Corp., Cincinnati, Ohio. (Owned or controlled by licensee).

WRVA, Larus & Brother Co., Inc., Richmond, Va. (Owned or controlled by P. L. Reed Chas. D. Larus & families).

Three are associated with insurance business:

WPTF, WPTF Radio Co., Raleigh, N. C. (Owned or controlled by Durham Life Insurance Co.)

WSM, National Life & Accident Insurance Co., Nashville, Tenn. (Owned or controlled by licensee).

WTIC, Travelers Broadcasting Service, Hartford, Conn. (Owned or controlled by Travelers Indemnity Co.)

Eight are associated with various other activities, such as department stores, schools, theatres, etc.:

KFI, Earle C. Anthony, Inc., Los Angeles, Calif. (Owned by licensee—automobile distributors).

KSL, Radio Service Corp. of Utah, Salt Lake City, Utah. (Owned or controlled by Latter Day Saints—religion).

KVOO, Southwestern Sales Corp., Tulsa, Okla. (Owned or controlled by W. G. Skelly—oil).

WCKY, L. B. Wilson, Inc., Cincinnati, Ohio. (Owned or controlled by L. B. Wilson—theatres).

WHN, Marcus Loew Booking Agency, New York, N. Y. (Owned or controlled by Loew's Inc.,—theatres).

WHO, Central Broadcasting Co., Des Moines, Iowa. (Owned or controlled by David D. Palmer & family—chiropractic school).

WOR, Bamberger Broadcasting Service, Inc., New York City, N. Y. (Owned or controlled by L. Bamberger & Co.—merchandising).

WWL, Loyola University, New Orleans, La. (Owned or controlled by licensee—education).

The remaining 9 licensees are not engaged in any business other than broadcasting:

KIRO, Queen City Broadcasting Co., Seattle, Wash. (Owned or controlled by Saul Haas).

KSTP, KSTP, Inc., St. Paul, Minn. (Owned or controlled by Estates of Shields & Brown).

KXEL, Josh Higgins Broadcasting Co., Waterloo, Iowa. (Owned or controlled by Joe Dumond & John Fetzer).

WCAU, WCAU Broadcasting Co., Philadelphia, Pa. (Owned or controlled by Leon and Isaac Levy).

WJR, WJR, The Goodwill Station, Detroit, Mich. (Owned or controlled by G. A. Richards and wife).

WKBW, Buffalo Broadcasting Corp., Buffalo, N. Y. (Owned or controlled by M. W. Dayo).

WLAC, J. T. Ward, WLAC Broadcasting Service, Nashville, Tenn. (Owned or controlled by licensee).

WOAI, Southland Industries, Inc., San Antonio, Texas. (Owned or controlled by G. A. C. Halff).

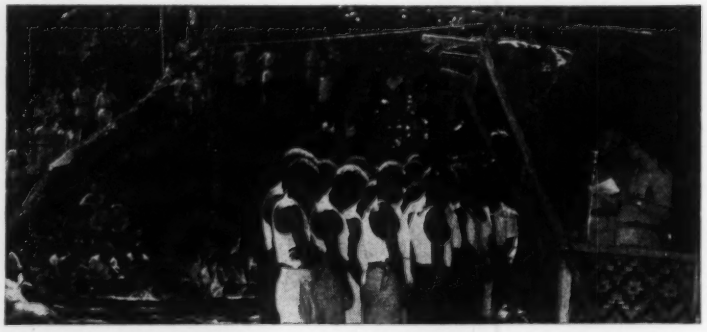
WWVA, West Virginia Broadcasting Corp., Wheeling, W. Va. (Owned or controlled by Fort Industry Co.)

[1] Includes one station that operated with 5 kw and another that operated with 10 kw during 1942.

[2] Includes one station that operated with 25 kw during 1942.

To the Rescue

SHORTLY before a transcribed broadcast of the NBC-Ronald Colman *Everything for the Boys* was to be aired over KDYL Salt Lake City recently, it was discovered that the disc was faulty, with one of the actor's voices badly garbled. But all ended well, for to the rescue came announcer John Wolfe. A new record was prepared, with John's voice dubbed into the bad portions so well that KDYL program director George Provol didn't even notice the repair job.

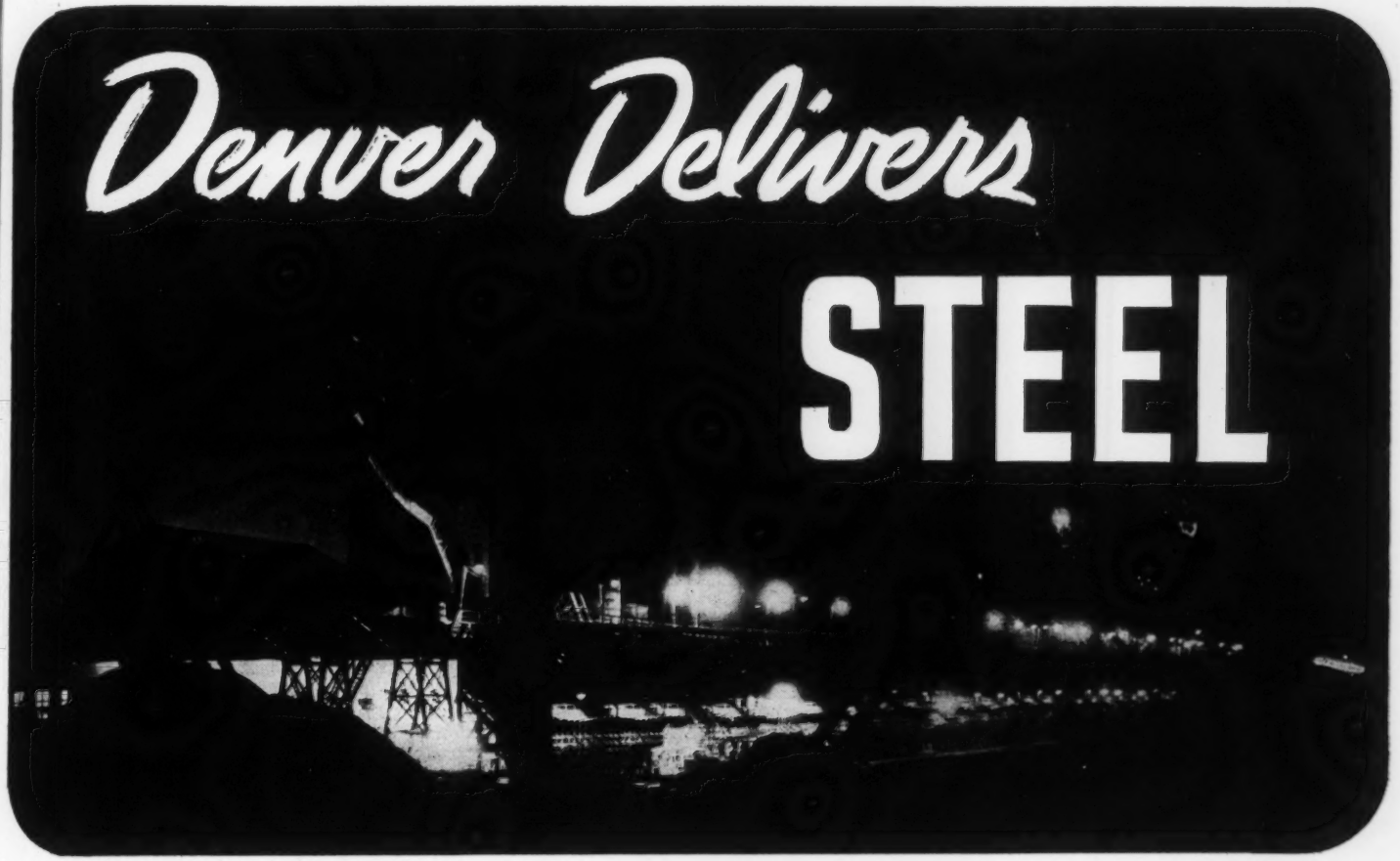


JUNGLE BROADCAST from Vella Lavella, in the Northern Solomons was conducted by Staff Sgt. James O. Hardin, Jr. (extreme right), former announcer-news man of WATL Atlanta and now a Marine Corps Combat Correspondent transcribing activities of his Marine Air Wing. For this broadcast he utilized five miles of telephone wire, strung between the chapel and his mobile trailer-studio. Marine personnel and natives, in the natural amphitheater, look on while Capt. A. H. Voyce, New Zealand chaplain, addresses the native choir in Roviana, the literary language of the Solomons. Staff Sgt. Hardin, a graduate of Emory U., was also affiliated with WMGA Moultrie, Ga. and WSB Atlanta.

Radio in AT&T Saving

BROADCASTING stations participated in the $35,000,000 saving to users of certain interstate services furnished mainly by the Long Lines Department of the American Telephone and Telegraph Company, according to the annual report of the AT&T for 1943. The Long Lines Department rates are under the jurisdiction of the FCC, which has jurisdiction over interstate rates only, the report stated. Operating revenues of the Bell System were $1,648,077,000, which showed an increase of $178,814,000 or 12.2% over 1942.

Denver Delivers STEEL



BEFORE the war, the outside world knew more about the scenery than the steel production of the Denver region.

Before the war, most everyone knew about its mountain playgrounds; few knew of its mines and minerals.

Before the war, you thought of wild game and trout; you heard little of Colorado's livestock industry and farm production.

Backstage, in peacetime, Colorado was a manufacturing, mining, agricultural state all the while.

It was because of this that, as early as 1941, a group of Denver manufacturers were able to begin fabricating destroyer escorts. These same firms, 1000 miles from the nearest salt water, are fabricating two-thirds of the nation's entire LCT (landing craft tank) production today.

Colorado's manufacturing facilities and its natural resources are producing at top speed. And there are more people working, earning, and spending today in the Denver market than ever before.

THE STEEL PLANT of the Colorado Fuel and Iron Company at Pueblo smashed all production records in 1943, shipping 895,872 net tons of steel. Its open hearth furnace output was a record 1,207,401 tons. Sharp increases will result this year from new equipment installations.

KLZ
Delivers the
DENVER MARKET
CBS • 560 Kc.
Affiliated in Management With The Oklahoma Publishing Co. and WKY Oklahoma City • Represented by The Katz Agency, Inc.

DENVER DELIVERS ... FOOD

Denver is one of the biggest livestock markets in the U. S. It led all other markets again in 1943 in number of sheep handled.

Shipments of fruits and vegetables increased 50% in 1943 over 1942.

Colorado is one of the nation's biggest producers of beans, onions, potatoes and sugar beets.

DENVER DELIVERS ... SALES

Dun & Bradstreet in mid-February reported Denver's retail trade to be 8 to 10 percent better than in the same month a year ago, compared with a national average of from 2 to 5 percent. In total retail trade, the Denver market ranks among the top twenty of the U. S. in volume.

An advertising agency writes —

"We feel that the record you are making is a good indication of the pulling power of your station. We want you to know that both our client and ourselves are well pleased with results."

Fifty Thousand Watts expertly aimed at 123 primary area counties in Pennsylvania, Ohio, West Virginia, Maryland and Virginia, are making successes such as the above rather commonplace at WWVA.

ASK JOHN BLAIR & CO.

BLUE NETWORK

WWVA
50,000 WATTS
WHEELING, W.VA.
IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT
A FORT INDUSTRY STATION

Tower Leveled

A HIGH wind tore off the 300-foot vertical radiator of CFNB Fredericton, N. B. Feb. 15. Damage was complete, but the station did not have to go off the air for long, as the power lines between the transmitter house and the site of the vertical rediator were used as antennas, which gave a powerful temporary signal.

Hooper's Report Shows Slight Listening Drop

AVERAGE evening program rating of 11.0 is down 1.4 from a year ago, it is reported by the Evening Network Hooper ratings for Feb. 15, which show similar declines in sets-in-use (32.1), down 1.8, and available audience (79.2) down 2.7 from a year ago. Bob Hope, *Fibber McGee & Molly* and Charlie McCarthy are the top ranking programs, with Red Skelton continuing to lead programs broadcast after 10:30 p.m. and not measured in the eastern time zone. *The Great Gildersleeve* was reported to average 3.15 listeners per set, topping *Saturday Night Serenade*, with 3.14, by only .01 as a whole-family program

Serial for Nations

WOV New York claims a wartime radio first in its production of a serial drama designed exclusively for broadcast over captured transmitters for the entertainment of the native population. Serial, comprising 39 quarter-hour transcriptions, is based on the classic Italian drama *Romanticism*, plot of which concerns the 19th century liberation of Italy from Teutonic domination, a theme with special significance for present-day Italy. It is entirely produced at WOV and delivered at cost to the OWI which ships the recordings abroad for broadcasting over such transmitters as Radio Palermo, Radio Naples, etc. Upon completion of this series, other programs, both musical and dramatic, will be produced by WOV, the station reports.

Bombing Victim

AIR RAID over London on the night of Feb. 18 resulted in the death of a teleprint operator in the London office of FCC's Foreign Broadcast Intelligence Service. A British girl, Gertrude Elizabeth Bott, was the victim. Further details are lacking. Editor in charge, John Mitchell, of Washington, and his staff of five were unharmed the same night when shrapnel from an anti-aircraft gun shattered a window in the office.

A DISCUSSION of fundamentals of electron-optics is presented in *Electron-Optics* (American Photographic Publishing Co., Boston, $3), by Paul Hatschek, translated from the German by Arthur Palme. It provides a conception of the whole field without resort to mathematics.

RETURNING soldiers, students, and war workers will find helpful information on post-war jobs in a six-page folder on *Occupations in Electronics*, by F. H. Kirkpatrick of Bethany College and John E. Crawford [RCA Occupational Index Inc., New York U., 25 cents].

Progress of Video Explained by Beal

RCA V-P Tells How War Has Advanced Radio Art

WARTIME electronic research in RCA Laboratories has greatly sharpened the television camera's eyesight Ralph R. Beal, assistant to the vice-president in charge of RCA Laboratories, told the San Francisco Engineering Council Feb. 24.

Mr. Beal

Mr. Beal told the council that FM offers great promise in bringing new realism and tonal quality into sound broadcasting. Standards established for the transmission of sound by FM stations make possible the true transmission of all sounds within the frequency range of the human ear.

Coasts to Be Linked

East will be linked with West through the medium of the television camera, which will be sensitive to the point of recording the flight of a bee, he said. Post-war improvements in home television, he added, and the conversion of the nation's theaters into television outlets, are "one of the brightest prospects of the art." Automatic, unattended radio relay stations, spaced at intervals will enable the people across the country to witness presidential inaugurals, national political conventions, sports classics and the like, he stated. Furthermore, he informed them it was within reason to estimate that several hundred television stations can be placed in operation within the first ten years following the war, and that television receivers will be within the range of the average pocketbook, due to ingenuity in design and production.

Dr. Barata Honored

DR. JULIO BARATA, chief consultant for the Brazilian Section of the Office of the Coordinator of Inter-American Affairs who was to return to Brazil last Saturday, was guest of honor at a cocktail party given by Mark Woods, Blue Network president, in New York on Thursday. Ramundo Magalhaes, special consultant in the radio division of the CIAA Brazilian Section, who was also a guest, accompanied Dr. Barata on his trip. Other guests included Dr. Egydio da Camara Souza, director of the Brazilian Government Trade Bureau; William Brown, American representative of Byington & Co., radio equipment manufacturer and representative for American Business firms in Brazil; Frank C. Page, vice-president, and Leonard Jacob Jr., vice-president, International Telephone & Telegraph Co., and Stuart Kerr, representing the Washington office of the CIAA.

A GLIMPSE OF A CITY THAT'S MAKING SALES HISTORY

-KNOXVILLE, TENNESSEE!

This tremendously busy city is in the very center of a most important and fast growing market. A recent "Sales Management" forecast for February, 1944 placed Knoxville at the top of all southern cities in retail sales and services increase over February, 1943.

Sales Messages
over
WBIR
go straight to the heart of this great concentrated market!

INDUSTRIAL GROWTH

The industrial growth of this thriving city is unbelievable! However, it's true! Keep your "sales-eye" on Knoxville!

WBIR

KNOXVILLE, TENNESSEE

"Home of T.V.A."

John G. Ballard, Mgr.

Blue Mutual

WLAP Lexington, Ky. Mutual Network
KFDA Amarillo, Texas Blue and Mutual
WCMI Ashland, Ky.-Huntington, W. Va. Mutual Network

All Four Stations Owned and Operated by Gilmore N. Nunn and J. Lindsay Nunn

Women Directors of the NAB Initiate American Home Campaign in New York

THERE'S an urgent job on the home front for radio, it was emphasized repeatedly at the inauguration ten days ago of "The American Home" campaign of the Assn. of Women Directors of the NAB. More than 200 women engaged in broadcasting, advertising agency, civic and cultural work, gathered Feb. 19, at the send-off luncheon at the Hotel Roosevelt in New York to plan for the task ahead—a nationwide project to channel to the American public, informational and inspirational messages on many phases of home life, through the radio programs of AWD members, starting in March and continuing through May. Some 23 national organizations in such fields as education, music, religion and youth guidance, will supply and broadcast material.

Dorothy Lewis, NAB coordinator of listener activity, characterized the drive to strengthen the American home, as a history-making event—as an example of a trend in broadcasting away from activity on debatable or controversial matters, towards constructive, editorial effort. She read expressions of interest and support from J. Harold Ryan, newly-elected NAB president, and from Wendell Willkie, presidential candidate for Republican nomination. Other national figures to pledge support to the project included Gov. Earl Warren, speaking over NBC from California; and Roy Carlson, author.

The American home is "challenged and threatened by many conditions bound up in the war effort," and broadcasters have a tremendous opportunity to counteract them, the audience was told by Katharine Lenroot, chief of the Children's Bureau of the U. S. Department of Labor. Juvenile delinquency, and similar trends, are symptoms of the fact that there was no firm basis of community life to "take up the slack" when homes began to disintegrate with the war, she said. We must look forward to a time of awareness of child and youth problems, and we will have to make American leaders as aware as we are, she concluded.

With AWD president Ruth Chilton presiding, representatives of a number of other cooperating groups discussed "American Home" campaign objectives in terms of their own activities. Mrs. Guy Gannett, president of the National Federation of Music Clubs, paid tribute to radio's role in bringing good music into the home, and to its influence on family standards of good taste. She told of the Federation's interest in performance of music in the home, as a home-building factor. In these musical families radio has a ready-made listening group—a nucleus of music-conscious audience which welcomes fine music on the air, she said. The *Parents Magazine* contest for the best 300-word letter to broadcasters on "What I am Doing in My Home to Strengthen the Promise of a Happier Post-War World," was described by Clara S. Littledale, editor.

Women Directors

Mildred Bailey, of WTAG Worcester, AWD secretary, led an informal panel discussion in the morning on mutual problems of women program directors. The broadcaster's responsibility towards commercial copy on her program, was discussed, the feeling being that it was important to check the accuracy of the claims in order to retain the listener's confidence. As one commentator put it, "Do only what you believe, or you won't be there at all!" Speaking from the point of view of an agency time buyer, Linnea Nelson, of J. Walter Thompson Co., said "We like to feel listeners are as sure of you as we are when the products go on the air."

It was agreed that afternoon time was more profitable than the morning hours. Women's programs should come up to the afternoon period and go on to the networks more than they have, it was said. A burst of applause followed when Mary Mason, WRC Washington, said that there was no call for a *conscious* effort toward "spiritual uplift" or preaching in women's programs. Public service programs, such as parent-education series, should be "built to sell," according to Jane Tiffany Wagner, of NBC. All of the women questioned on the desirability of having a "radio name" in addition to their own, agreed they didn't like the practice.

School Session

RADIO section of the Wartime Regional Conference of the American Assn. of School Administrators meets Feb. 29 in Chicago. A display of equipment, both FM and AM, exhibits of work done by school children after hearing radio programs, and a photograph exhibit of station WBOE, Board of Education station at Cleveland are planned.

KBND to Mutual

KBND Bend, Ore., owned and operated by the *Bend Bulletin*, becomes an affiliate of Don Lee Broadcasting System effective March 1, bringing that network's total to 35 stations. KBND operates on 1340 kc, with 25 watts.

KSD is the Station in St. Louis to Put Over Your Message
It is 225 Miles from St. Louis to the Nearest Other Basic NBC Station

A Distinguished Broadcasting Station

RADIO STATION KSD
Owned and Operated by the St. Louis Post-Dispatch
National Representative
FREE and PETERS, Inc.

WOWLAND

is the Result of TWENTY YEARS OF AUDIENCE-BUILDING

✓ CHECK these 6 reasons why WOW is a good buy!

✓ ***A GOOD MARKET:*** A rich farm and urban market with A BILLION DOLLARS in retail sales last year.

✓ ***INTENSIVE COVERAGE*** of its Service Area. (Proof on request).

✓ ***590 KILOCYCLES:*** Because of this excellent frequency, and 5,000 watts power, WOW'S ½ millivolt contour is established approximately 200 miles from Omaha in every direction.

✓ ***NBC AFFILIATION:*** Basic NBC for 14 years. Now offering 33 of the 50 best programs on the air, every week.

✓ ***LOCAL IDENTITY:*** Always first in News, Special Events, local programs and leadership in civic affairs. WOW has never been merely a network relay station.

✓ ***GOOD MANAGEMENT:*** John J. Gillin, Jr., is now President and General Manager of Radio Station WOW, Inc.

WOWLAND is

that portion of Iowa, Nebraska, So. Dakota, Kansas, Minnesota and Missouri—333 counties in all—served by WOW.

WOWLAND has a population of nearly 5 million, and contains 1,144,229 radio families. For complete market data on WOWLAND, including new daytime coverage mail map, write to Radio Station WOW, Inc., Omaha, or the nearest office of John Blair & Co.

Also Operating
KODY
NORTH PLATTE
Giving NBC Service to
"The Heart of the Buffalo Bill Country"
IN WESTERN NEBRASKA

WOW

JOHN J. GILLIN, JR., PRESIDENT
JOHN BLAIR & CO., REPRESENTATIVE

OMAHA

You're Ahead of the

VARIETY Wednesday, February 16, 1944

NBC, CBS, Blue, Mutual Plugs

VARIETY says . . .

...brac... WABC, ... Reporting ... industry.

TITLE		PUBLISHER
A Lovely Way to Spend Eve—†"Higher and Higher"	✓	Crawford
Besame Mucho	✓	Melodylane
By the River of Roses	✓	Shapiro
Don't Sweetheart Me		Advance
For First Time	✓	Shapiro
Holiday for Strings	✓	BVC
I Couldn't Sleep a Wink—†"Higher and Higher"	✓	T. B. Harms
I Love You—*"Mexican Hayride"		Chappell
I Wish I Could Hide Inside This Letter	✓	Shapiro
I'll Be Around	✓	Morris
I'll Get By—†"Guy Named Joe"	✓	Berlin
Is My Baby Blue Tonight		Broadway
I've Had This Feeling Before—†"Show Business"	✓	Santly
Little Did I Know	✓	Lincoln
Mairzy Doats	✓	Miller
Music Stopped—†"Higher and Higher"	✓	Robbins
My First Love	✓	Dorsey
My Heart Tells Me—†"Sweet Rosie O'Grady"	✓	BVC
My Ideal	✓	Paramount
My Shining Hour—†"Sky's the Limit"	✓	Morris
No Love No Nothin—†"Gang's All Here"	✓	Triangle
Oh What a Beautiful Morning—*"Oklahoma"	✓	Crawford
Shoo Shoo Baby—†"Three Cheers For Boys"	✓	Leeds
Silhouettes		Marchant
Speak Low—*"One Touch of Venus"	✓	Chappell
Star Eyes—†"I Dood It"	✓	Feist
When They Ask About You	✓	Berlin

MOST PLAYED AFTER FIRST 25

Old Acquaintance—†"Old Acquaintance"		Witmark
...siana		Marks

Parade with WBS

These are the
MOST IMPORTANT TUNES
on the Air

•

WORLD PROGRAM SERVICE
Subscribers Have The ✓ Tunes

A LOVELY WAY TO SPEND AN EVENING
Mitch Ayres and Orch.

BESAME MUCHO
The Song Spinners
Jimmy Dorsey and Orch.
Phil Hanna with Harry Sosnik Orch.
Carmen Cavallaro

BY THE RIVER OF ROSES *Woody Herman and Orch.*
Phil Hanna with Harry Sosnik Orch.

FOR THE FIRST TIME
The Song Spinners
Glen Gray and Casa Loma Orch.
Jerry Wald and Orch.
Carmen Cavallaro

HOLIDAY FOR STRINGS
Dave Rose Orch.
Ralph Ginsburgh and Orch.
Mitch Ayres and Orch.

I COULDN'T SLEEP A WINK LAST NIGHT
Woody Herman and Orch.

I WISH I COULD HIDE INSIDE THIS LETTER
Lawrence Welk and Orch.

I'LL BE AROUND *Johnny Messner and Orch.*

I'LL GET BY *Woody Herman and Orch.*
Marie Green with Al and Lee Reiser

I'VE HAD THIS FEELING BEFORE
Johnny Long and Orch.

LITTLE DID I KNOW *Johnny Messner and Orch.*

MAIRZY DOATS *Lawrence Welk and Orch.*

THE MUSIC STOPPED *Woody Herman and Orch.*

MY FIRST LOVE *Jimmy Dorsey and Orch.*

MY HEART TELLS ME
Glen Gray and Casa Loma Orch.
Phil Hanna with Harry Sosnik Orch.

MY IDEAL
Jimmy Dorsey and Orch.
Carmen Cavallaro

MY SHINING HOUR
The Song Spinners
Glen Gray and Casa Loma Orch.

NO LOVE NO NOTHIN' *Johnny Long and Orch.*
Carmen Cavallaro

OH WHAT A BEAUTIFUL MORNING
The Song Spinners
Carmen Cavallaro

SHOO SHOO BABY
The Andrew Sisters with Vic Schoen and Orch.

SPEAK LOW
Carmen Cavallaro
Woody Herman and Orch.

STAR EYES
The Song Spinners
Jimmy Dorsey and Orch.

WHEN THEY ASK ABOUT YOU
Phil Hanna with Harry Sosnik Orch.
Jimmy Dorsey and Orch.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

711 FIFTH AVENUE, NEW YORK

CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

Purely PROGRAMS

VICTORY gardners in Maryland now have their own program on WFBR Baltimore. Known as the *Victory Club of the Air*, program started Feb. 13 and will be heard each Sunday 12:30-1 p.m. Club is under the direction of D. Murray Franklin, editor, lecturer and advisor on victory gardens. Included among organizations cooperating with the program are the Maryland State Victory Garden Commitee, Baltimore Civilian Mobilization Committee, State Extension Service, U. of Maryland, Maryland State Nurserymen's Assn., Federated Garden Clubs of Maryland and National Assn. of Gardners. Statewide coordination of victory gardens will be supervised by the Maryland State Victory Garden Committee. WFBR will broadcast developments each week. Step-by-step garden log will also be presented as well as other information and advice of interest to victory gardeners. Outstanding community victory gardens will receive WFBR "Award of Merit".

Leathernecks Aired

HISTORY of the U. S. Marine Corps is dramatized in a half-hour program, prepared by the British Broadcasting Corp., New York, for British listeners as part of a transcribed series on Army, Navy, and Marine life in this country. Program is titled *They Call 'em Leathernecks*. Similar programs on British life are prepared in Great Britain for American audiences.

* * *

Teen-Aged Talent

WEEKLY *Crusader Kids*, a juvenile amateur program, aired Saturday mornings over WIOD Miami, has initiated a new series, the sixth, offering $175.00 in prizes over a ten week period to teen-aged talent.

News Features

SKOURAS Theatres Corp., New York, which presents the Sunday public service series *This Is Our Cause* on WINS New York, on March 1 starts an additional four-times weekly quarter-hour series as a non-commercial coperative project with WINS. Title is *You Judge the News—With Foster Williams*. First three broadcasts each week will be given over to a round-up of newspaper opinion on timely subjects, and includes the views of the "man of the street". Saturday program will be a radio forum on a controversial topic, the first discussion, March 4, covering the question "What to do With Germany," with Louis Nizer, author of the book of that title, participating.

SITTING IN THE LAP of Sterling Drug Co. v-p is Lorna Lynn of the cast of *My Best Girls* sponsored by the company's Cummer Division on the Blue. Agency is Young & Rubicam, represented at the right by William Chesley, account executive. *My Best Girls* replaced *Battle of the Sexes* Feb. 9.

* * *

Corwin Series

RADIO FARE offered on Norman Corwin's CBS weekly half-hour Series starting March 7 will run the gamut of program formats, including documentary dramas, radio cantatas, literary rhapsodies, satires and monologues. Produced, directed and for the most part written by Mr. Corwin, who has resumed his association with CBS after a leave of absence to do film work on the West Coast, the series is to be titled *Columbia Presents Corwin*. Orson Welles, Robert Young, and other star entertainers are among the guest actors to be featured.

* * *

Be a Sleuth

REWARDS totaling $1,000 per week are being offered WINX Washington listeners for providing information leading to the arrest and conviction of anyone committing a serious crime in the District of Columbia. The 10-minute program of information and description of persons wanted by the police, as well as reports on stolen cars and other items, is broadcast by WINX five days each week in the mid-evening period. Official approval for WINX *Crime Clues* has been obtained from the Board of Commissioners and the Police Department.

* * *

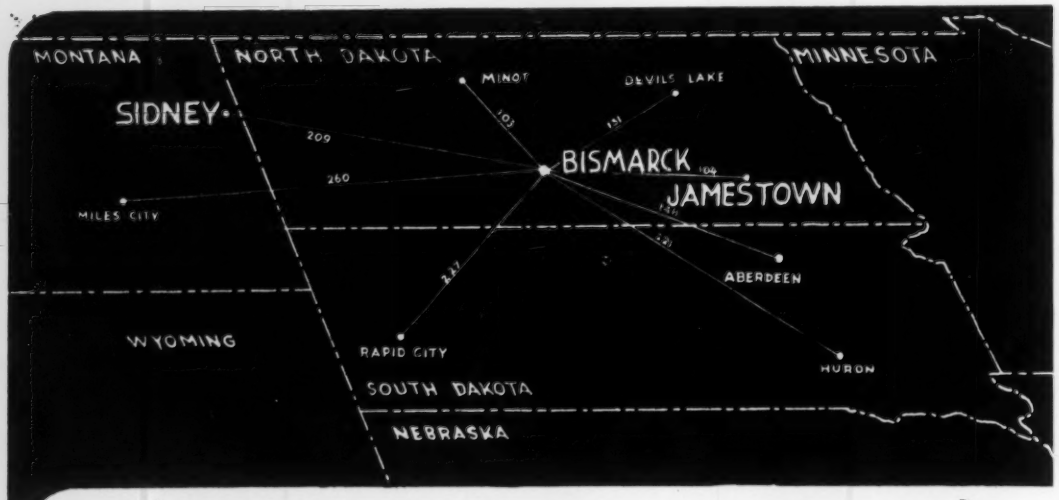
Entertainment Service

WMCA New York has replaced its quarter-hour *Civilian Defense News* with a program featuring news of entertainment offered the average family by the city's museums, zoos, public libraries and sports programs. Included are interviews with leaders in the recreational field, children who have creative hobbies, and others.

* * *

WLAC Quiz

NEW QUIZ show, *Stump the Cadet*, is now being presented by WLAC Nashville. Cadets are selected from a nearby Army Air Center to participate on the program. The contestants render a sample of any particular talent they may possess, as well as answer questions, the winner receiving a free phone call home.



This is the fourth of a series highlighting the cities of the lush KFYR area here in the Great Northwest. Individually, these cities are relatively small markets . . . . but, taken together, they form a tremendous market which the alert advertiser cannot afford to overlook.

Listening figures are based on a recent survey by Commercial Service Company of Bismarck. A cross-section of listeners was asked, "What is your favorite daytime station? . . . favorite nighttime station?" The percentage of those replying in favor of KFYR proves that KFYR is dominant in the Northwest.

	Sidney	Jamestown
Favorite daytime station	KFYR 59.8%	KFYR 53.1%
	Next Station 34.3%	Next Station 28.1%
Favorite nighttime station	KFYR 46.9%	KFYR 56.2%
	Next Station 12.4%	Next Station 28.4%
Retail sales per family (1939) (est.) (National Average—1939: $1,206)	$1,812	$2,084
Airline miles from Bismarck	209	104

Ask any John Blair man for the complete KFYR coverage story

KFYR *Bismarck*
550 Kilocycles · N. Dak. · 5000 Watts

Employment Program

"FIRST to set the trend in new employment programs," says KOY Phoenix in launching its series of *Can You Help a Veteran?* programs on Tuesday evenings. Arranged through the cooperation of the local U. S. Employment Service and the War Manpower Commission, war veterans are interviewed on the program and their background and experience presented. One of four men heard so far on the program was placed immediately. Phone calls succeeded in finding positions for two others shortly after the program was off the air.

* * *

Rehearsal on Air

PROGRAM within a program, where the music is given a dress rehearsal for a mythical future program, provides the theme for a new series of Saturday afternoon programs scheduled by KYW Philadelphia. Titled *Dress Rehearsal*, the program idea is to make listeners feel they are sitting in on the dress rehearsal of a radio broadcast. Joe Derbyshire of KYW is the writer and producer. Clarence Fuhrman's studio orchestra supplies the music. Each week a different type of music is featured for the dress rehearsal.

* * *

Hotel Series

PROBLEMS of war-time hotel service and their solutions will be the theme of *Meet Me in the Lobby*, a dramatic series of weekly 13 quarter-hour programs made available by the American Hotel Association to members on local stations throughout the country. Prepared by Young & Rubicam, New York, the series has been booked from coast to coast on 40 stations.

* * *

Negro Salute

NEGRO NEWSPAPER Publishers Assn., Chicago, has cooperated with NBC in arranging a program observing "Negro Newspaper Week", Feb. 27-March 4. The network will pay tribute to the contributions of the Negro people to the war effort in a half-hour program Feb. 26. Prominent Negro entertainers and war heroes will take part.

* * *

Expose Program

BOGUS SOLICITORS and other racketeers are being exposed over WCKY Cincinnati on new weekly program, *Investigate*. The show presents true case histories of rackets smashed by the Cincinnati Better Business Bureau. Victor Nyborg, general manager of the BBB, conducts the program heard Tuesdays 1:45 p.m.

* * *

Balloon Bombs Pay

SERVICEMEN and women collect cash prizes on the new Evans Fur Co. quiz program *Sky Riders* heard 4-4:30 p.m., Sundays on WGN Chicago. Created by Reed Myers, WGN salesman, program originates at Chicago USO Center No. 1. Those catching prize balloons, dropped as bombs, are rewarded. Agency is State Adv. Chicago.

KWKW Pasadena, Cal., has appointed Cox & Tanz, as national representatives.

Do you time buyers know what Californians mean by ranchers? They're the same as farmers except they've more money to spend. In reach of KPO's 50,000-watt beam is greater farm income than in any entire state east of the Mississippi. In fact, here are 7 of the 10 fattest agricultural counties in the U. S. Add farm wealth to big paychecks in Central Pacific Coast cities and you've got spending power.

KPO
SAN FRANCISCO

The only 50,000 watter east of Moscow, west of Salt Lake, north of Los Angeles and south of Seattle, KPO really *reaches!*

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA

TOPPERS!

Doc (left) and Zeke (right) beam as their announcer, Lou Black (center, right) gets a new "topper" from KMA program director Terry Moss . . . BECAUSE

SIMMONDS & SIMMONDS
INCORPORATED
201 North Wells Street, Chicago

Advertising

January 14, 1944

Mr. Cy Rapp
Radio Station KMA
Shenandoah, Iowa

Dear Mr. Rapp:

It is a pleasure to let you know that KMA placed first in inquiry return for the period from November 15 to December 15 on the Dr. LeGear broadcasts.

Therefore, you, or someone at your station, has a Stetson hat coming and if you will be good enough to let us know the style, size, etc., we will see that it comes forward promptly. Or, if you prefer, have one picked out there in Shenandoah and simply send us the bill.

You are doing a consistently good job and certaining confirming our confidence in the kind of results KMA can bring.

Every good wish.

Cordially yours,

Lee Hammett

Lee Hammett
SIMMONDS & SIMMONDS, INC.

LH/lp

If you, too, want maximum results from the Number 1 Farm Market, write—right now—about getting your schedule set up.

If you haven't got your copy of "The Complete Mail Study"—which took a solid year of research—you'd better get it now, too. Only a few copies are left.

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

CAPITOL'S WHISPERING CAMPAIGN

Hushed Plugs on Washington Stations Prove Effective Medium for Moving Firm

WASHINGTON listeners with jumpy war nerves are frequently startled at the end of a program to hear the announcer caution them: "Don't make a move . . . . without calling Smith's."

A year ago this week Courtland D. Ferguson, of the agency bearing his name, devised the now famous slogan for Smith's Transfer & Storage Co. which has become a household phrase to harried Washingtonians, who are always on the move. Two years ago, Arthur C. Smith, president of Smith's Transfer & Storage Co., placed all the firm's advertising in newspapers and car ads, until a radio salesman refused to give up in his efforts to persuade Mr. Smith to use spot announcements.

Now the company makes a day-to-day check on how new business is obtained. Company drivers quiz householders on how they heard of Smith's. The predominant portion of new business has been found to be directly attributable to announcements on Washington stations. It is not uncommon, after a year on the air with four or five daily spot announcements, for the company to receive telephone inquiries prefaced by the remark, "I want to make a move, so I'm calling you."

Although the announcements are heard locally, the slogan has spread. Wherever Mr. Smith goes, he is confronted by someone who has heard of "Don't make a move". On the West Coast, when Mr. Smith was talking with his friend, Edward Arnold, Washingtonian who has made good in Hollywood, the film star asked if he "could make a move".

FULL PRODUCTION AFTER WAR SEEN

WARTIME' production of over $200,000,000,000 annually, double the highest pre-war levels, with 52,000,000 civilians, proves the possibility of the same amount of civilian goods by the 57,000,000 who will then seek employment, working at a 40-hour week level, Arno H. Johnson, director of media and research of J. Walter Thompson Co., stated in a talk given Feb. 18 before the American Marketing Assn.

Demonstrating that the revenue from this full-scale production can, in addition to taxes and carrying charges on the public debt, provide enough purchasing power to enable consumers to buy the full production, he declared that such an economy can produce an average weekly income of over $50 a week, in contrast to the pre-war average of about $25, doubling the ability to consume.

But, he stated, "mass education in the form of advertising, publicity and all forms of competitive selling will be an essential factor in establishing the demand for the higher standard of living made possible by the increased productive capacity. It is only through an increased consumer demand—approximately double pre-war living standards for the mass of the population—that the nation can provide full employment for this largely increased labor force when the war is over and the returning soldiers must be provided for."

RCA Booklet Foresees Bright Post-War Period

RCA lists some of its new products and services, which America's industrial scientists see on the post-war horizon, in a new promotional booklet, "Industrial Science Looks Ahead." The new booklet covers homes, house furnishings, farms, food, textiles, and transportation, as well as radio, television, and electronics.

David S. Sarnoff, RCA president, in his introduction to the 32-page booklet, writes in part as follows: "I am aware of the social implications inherent in new developments such as are here indicated. Better 'gadgets' in themselves cannot make better lives. We shall have a better world only to the extent that our social thinking and social progress keep pace with the advance of the physical sciences."

NBC War Telecasts

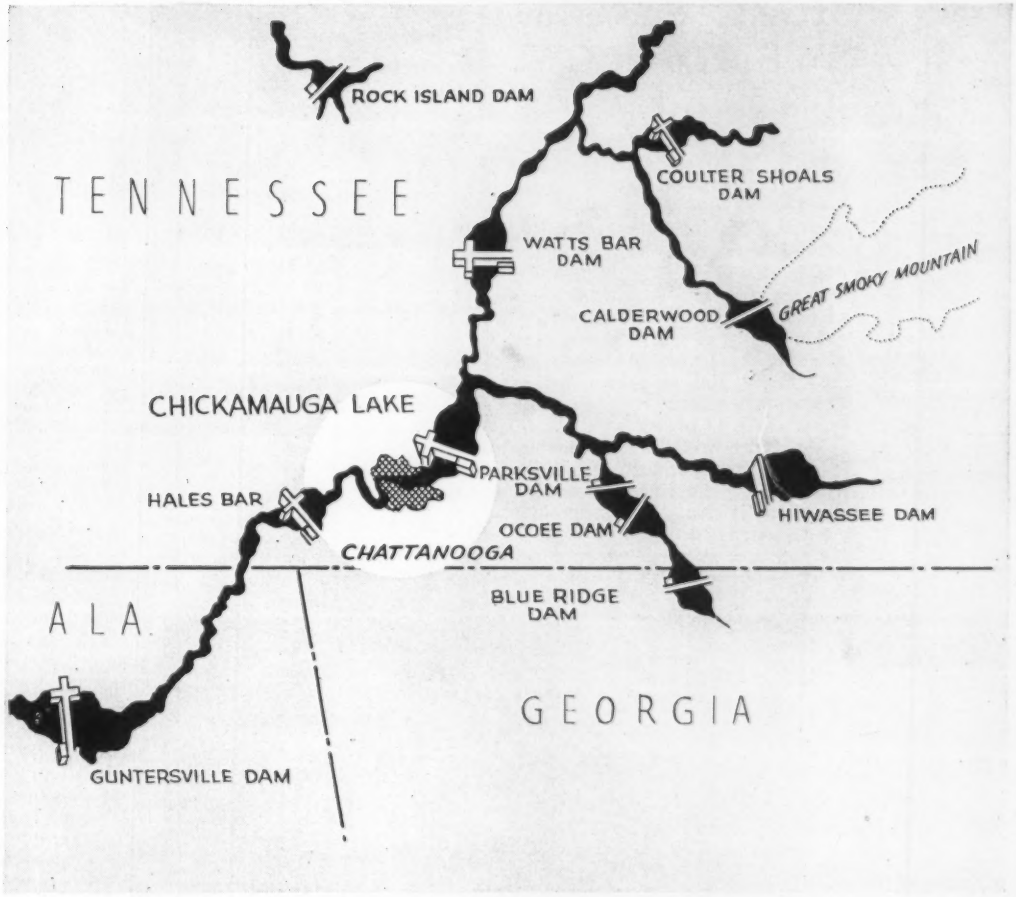
WNBT, NBC video station in New York, last Monday telecast the first of a series of news films direct from war zones, titled "See the War as It Happens". Programs, resulting from arrangements made with the War Dept., Signal Corps and Army Air Forces, are assembled by NBC from film subjects just released by the Government agencies. WRBT WRGB, General Electric television station in Schenectady, retelecasts these programs by direct pickup from WNBT.

Electronics Future

ADVANTAGES of electronics in manufacturing and merchandising fields are too numerous to be ignored by successful sales executives in competitive, post-war conditions, according to David J. Finn, sales manager of industrial and sound departments, RCA, addressing the monthly meeting of the Sales Managers Assn. in Philadelphia last week.

New Corwin Book

NORMAN CORWIN, radio playwright, producer and director, who has returned to CBS, will publish an anthology of his radio dramas March 6, under the title *More by Corwin*, Henry Holt & Co., New York, is the publisher, and the price will be $3.00. Mr. Corwin's previous collection of radio plays *Thirteen by Corwin*, was released in December, 1942.



CHATTANOOGA, "T"VA!

Truly, Chattanooga has been termed the "heart of the TVA empire". Situated virtually astride the vast chain of dams supplying the middle South with more than one-half billion dollars' worth of cheap electric power, Chattanooga has become the hub of a great new industrial area. Located between Chicamauga Dam and Hale's Bar Dam, connected directly now with the Tennessee river by a navigable ninth channel, Chattanooga overlooks a scenic land of breath-taking beauty, and a territory to which power and transportation facilities have brought new and substantial income to additional thousands.

(In WDOD'S primary coverage area, there are thirteen of the major TVA developments and power dams.)

AND IN CHATTANOOGA, T(IME) BUYERS FIND WDOD SUITS TO A "T"

A survey made by a disinterested company in Chattanooga reveals that of all national business placed in Chattanooga, 76.9% went to WDOD. Station B received 18.3%, and Station C received 4.8%. Among time buyers, men whose business it is to know the best buy for their money, WDOD is the overwhelming choice

WDOD	76.9%
STATION B	18.3%
STATION C	4.8%

WDOD

WHERE NATURE AND INDUSTRY JOIN HANDS

CBS
FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT

National Representatives
PAUL H. RAYMER CO.

CBC Staff in Europe

CANADIAN Broadcasting Corp. Overseas Unit now has a strength of 16 men, including a director, John Kannawin, a news staff of seven headed by A. E. Powley, consisting of war correspondents, Matthew Halton, Peter Stursberg, Andrew Cowan, Marcel Ouimet, Paul Barrett and Benoit Lafleur; two program men, Gerry Wilmot and Paul Dupuis; six engineers headed by Arthur W. Holmes, with Paul Johnson, Alex McDonald, Lloyd Moore, Harold Wadsworth and J. L. Beauregard as roving engineers. The CBC Overseas Unit is now in Great Britain and on the Italian battlefront, and is prepared to go with the advance troops for the continental invasion.

ADAPTING program idea of the weekly CBS *Take It or Leave It*, a film based on that show will be produced by 20th Century-Fox Film Corp. Marian and Jim Jordan, stars of NBC *Fibber McGee & Molly*, are featured in the RKO film, "Heavenly Days", now in production.

Hymes Successor To Spire at OWI

Radio Bureau Deputy Chief Quits on Doctor's Advice

AFTER TWO YEARS in Government service, William M. Spire has resigned as deputy chief of the OWI Domestic Radio Bureau, it was announced last week by Philip H. Cohen, chief of the Bureau. Mr. Spire's resignation was prompted by ill health and his decision to leave the Bureau was made at the advice of his doctors, who urged him to take a much-needed rest before resuming radio work.

Mr. Spire will be succeeded by John D. Hymes who will continue as chief of the Bureau's station relations division. Government liaison functions formerly handled by Mr. Spire will be taken over for the time being by Mr. Cohen, with the assistance of the two program managers of the Bureau, Lee House and Mrs. Marion Sabatini.

Mr. Hymes

Mr. Spire

Praised by Heads

Tribute to the service performed by Mr. Spire was made by various OWI officials, including Elmer Davis, OWI director; David Frederick, chief of the Office of Program Coordination; and Mr. Cohen.

In formally accepting his resignation, Mr. Cohen stated: 'Certainly, all of us recognize that no man has made a greater contribution than you to the Government's radio war effort. Were it not for the procedures which you have set up, and the contacts which you have established, I frankly do not believe this operation could have succeeded in the way that it has'.

Mr. Spire entered the Government in March 1942 when he joined the old Radio Branch of the Office for Emergency Management. When this operation was taken over by OWI in June of the same year he became coordinator of campaigns for the Radio Bureau, later becoming Chief of the Allocations Division and then taking over the post of Government liaison which involves contact with all government agencies on their radio needs. He was promoted to Deputy Chief when Mr. Cohen was appointed Chief of the Bureau last October.

Previous to joining OWI, Mr. Spire was radio director for McCann-Erickson, New York, for four years, writing and directing programs for Ford, Gruen watches, Esso and National Biscuit Co. His previous experience included three years as studio manager and program director for WHOM Jersey City, N. J. He is 33 years of age, married, and has one child.

Was Timebuyer

The new Deputy Chief was timebuyer and manager of station relations for Foote, Cone & Belding for eight years before joining OWI about eight months ago. He was on the original radio committee of the War Advertising Council and was a leading figure in drawing up the Network Allocation Plan by which OWI channels war messages to network shows.

Mr. Hymes was president at one time of the Radio Executives Club of New York. He is a graduate of Haverford College (Pa.), is married and has two children. He is 35 years of age.

As Deputy Chief, Mr. Hymes will take over all of the administrative functions previously handled by Mr. Spire and will work closely with the various allocation operations of the Bureau, in addition to supervising the activities of the twelve regional offices of the station relations division.

Beep Peep

DOMINION BROADCASTING Co., Toronto, has applied for a patent on a one-line "beep" signal recorded at the start of a transcription, from the end of which the operator knows that two seconds later the announcement or transcription proper starts. The "beep" signal, which does not go on the air, will save the use of earphones, the backing of recordings, and general wear and tear on records. At the end of the "beep" signal, the operator merely turns up potentiometer and the transcription begins.

WTAG Audience

is greater than that of all other stations, heard in Worcester, combined

C. E. HOOPER Station Listening Index
December, 1943 — January, 1944

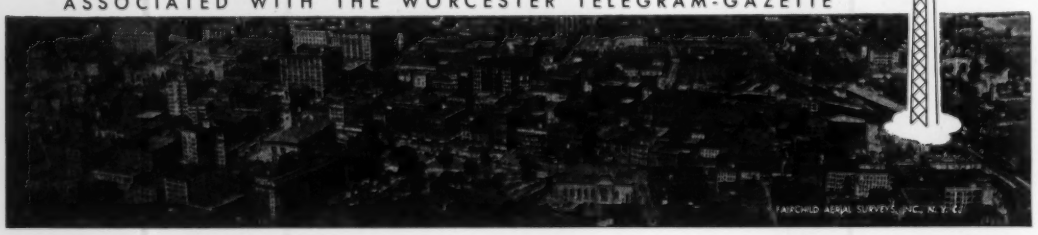
TIME	WTAG	STATION B	STATION C	STATION D	OTHERS
MORNING INDEX MON. thru FRI. 8:00 - 12:00 A. M.	47.1	9.2	13.4	26.4	3.9
AFTERNOON INDEX MON. thru FRI. 12:00 - 6:00 P. M.	52.8	7.5	19.6	15.0	5.1
EVENING INDEX SUN. thru SAT. 6:00 - 10:00 P. M.	57.5	7.6	22.3	11.5	1.1

Stronger than ever — WTAG dominates the Worcester radio audience even more than before — the key to Central New England, a highly compact, industrialized market of major buying power. Average the figures above. They tell how important it is to reach this market from the INSIDE with WTAG.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

ASSOCIATED WITH THE WORCESTER TELEGRAM-GAZETTE



Dicho

*y hecho**

WNEW thought its listeners might like to learn Spanish, if it was pleasant and painless.

So, every Sunday afternoon, Merle Pitt and his WNEW orchestra broadcast a half hour of good Spanish dance music. In between the rhumbas, Raoul Henry gives the lessons . . . amusing, unorthodox lessons that do teach Spanish.

People seem to like the idea. We offered to send listeners weekly lesson sheets, if they would write in. *Dicho y hecho.** They're writing to the tune of several hundred per program.

Someone at the office of the Coordinator of Inter-American Affairs wrote, too. They want 25 copies every week so that the secretaries can learn Spanish!

Want the lessons? Ask us for them.

*Raoul says that means, *"No sooner said than done."*

WNEW

NEW YORK

REPRESENTED BY JOHN BLAIR & COMPANY

Some folks like

BOURBON -

others prefer

SCOTCH!

But . . .

in the "Memphis market"

IT'S * WMC!

Not only most folks, but most time-buyers. Last year, WMC carried more sponsored time than ever before.

NBC network, top national and local shows . . all add up to one result . . undisputed dominance in the Mid-South area for WMC.

* WMC has a loyal, responsive, and extensive listening audience

WMC

MEMPHIS, TENN.

★ 5,000 WATTS DAY & NIGHT

★ NBC NETWORK

• OWNED AND OPERATED BY THE COMMERCIAL APPEAL

• REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

MEMBER OF SOUTH CENTRAL QUALITY NETWORK

WMC—Memphis WJDX—Jackson, Miss
KARK—Little Rock WSMB—New Orleans
KWKH KTBS—Shreveport

Treasury's Spots Attract Sponsors

WIOD Finds Discs Salable; Campaign Nets $1,683

STATION enterprise in obtaining sponsors for transcriptions prepared by the Treasury Dept. for the Fourth War Loan drive netted WIOD Miami $1,683, according to a report received by John D. Hymes, station relations chief of the OWI Domestic Radio Bureau.

John M. Outler, OWI regional consultant for Georgia, Florida and Alabama, submitted the report as illustrating how "a different approach to a difficult problem can produce staggering results." He stated that he was informed that WIOD "had really gone to town" in the sale of the two types of War Bond transcriptions, "Treasury Salute," a 15-minute show, and "Treasury Song for Today," a 5-minute program, when they were given permission.

All Types of Sponsors

Mr. Outler, who is manager of WSB Atlanta, pointed out that while the revenue received from the sponsors was incidental, it guaranteed delivery of 89 programs emphasizing the Fourth Loan drive.

WIOD sold 68 of the 15-minute discs and 21 of the 5-minute spots during the drive. It found sponsors among all businesses, principally automobile dealers, banks, utilities, dairies, and stores. The bulk of the spots were sold for daytime or late night periods.

Radio Taught at Wayne

FACULTY of professionals will conduct classes in radio at Wayne U. for the spring term, Dr. Preston H. Scott, speech department chairman, has announced. The representatives of Detroit's major broadcasting units include: Lambert Beeuwkes, WXYZ manager of sales and promotion; William K. Clark, WWJ script writer; Franklin Mitchell, WJR program director; and Ernest Ricca, WWJ production manager. There will be courses in techniques of broadcasting, script preparation, radio speech, drama, production and direction.

NBC Script Changes

RICHARD McDONAGH has been named assistant manager of the NBC script division. Charles Newton replaces Neal Hopkins, resigned. Mr. McDonagh has been with NBC since 1937. He replaces Erik Barnouw, now supervisor of the education department, Armed Forces Radio Services of the Army Service Forces.

Script Service

RADIO feature service for women program directors has been announced by Diana Ashley and Ruth Lundgren, and will start operations March 1 with headquarters at 55 Park Ave. in New York. Subscribers receive twice-weekly scripts containing news slanted to the woman listener.

PROUD MOMENT in the military career of Capt. Frank W. Ellis, formerly of the WLW Cincinnati merchandising department, was his award of the Distinguished Flying Cross, conferred upon him by Brig. Gen. Edward Timberlake, commanding General of a Liberator bomber wing in England. Capt. Ellis was cited for "extraordinary achievement" on a bombing mission over Germany. Capt. Ellis' wife is Anita Ellis, who sings on the Charlie McCarthy-Edgar Bergen program. The two met while they were both at WLW.

WCHS BOND STUNT

Gabby Street Catches Ball From Building

SPORTSCASTING from the stands hasn't dimmed the eagle eye of 61-year-old Gabby Street, former star catcher of the Washington Senators when Walter Johnson was at his peak as a hurler, according to Howard Chernoff, general manager of WCHS Charleston, W. Va., and managing director of the West Virginia Network.

Gabby was visiting Sam Molen, WCHS sportscaster (sponsored at 6:15 p.m. daily by Frankenberger's Men's Shop), to help Sam plug War Bonds on the air. Then came a bright idea. Gabby once caught a baseball tossed from the top of Washington Monument by Walter Johnson. Could he still catch?

From the top of Charleston's tallest structure, the 350-foot Kanawha Valley Bank building, Watt Powell, owner of the Charleston Senators of the Mid-Atlantic League, tossed a baseball on Feb. 12. Standing in the street below, the Great Gabby caught it. Sam auctioned the ball for $5,000 in War Bonds, then auctioned Gabby's mitt. On the air the old-time catcher, now a baseball announcer, described the sensation of catching a ball after being out of the game several years.

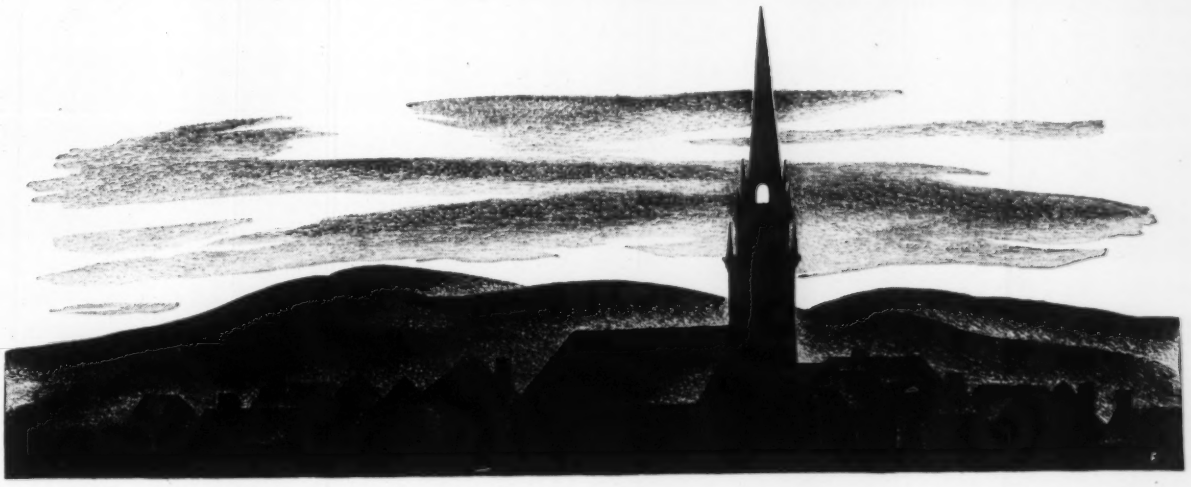
"This radio stuff is duck-soup," commented Gabby. "On the diamond a fellow has to be on his toes. In radio I just sit and watch the game and tell the listeners what's going on."

Press School Endowed

ESTABLISHMENT of a division of research in the U. of Minn. School of Journalism and acceptance by the university of a grant from the Minneapolis *Star Journal & Tribune* for applied research in problems of the press has been announced by the Board of Regents. "The Research Division of the School of Journalism is established to encourage the acquisition of new knowledge of the press and other communication agencies," said the announcement.

"One if by Land . . ." *"Ye lanterne sped its memorable meffage to ye few Patriots waitynge on ye far bank of River Charles . ."*

Progreff in ye Land of ye Pilgrims now means that today, not only ***Charlestown,*** but hundreds of busy New England communities are



simultaneously reached, message-wise, over one microphone—through the WBZ & WBZA combination. . . 50,000 watts stemming out from Boston . . with an extra 1000 from Springfield . . bring NBC Star-studded programs to all of industrial, and most of rural, New England. . . Certain times are available for *your* sales-messages. Act now, through NBC Spot Sales—New York, Chicago, Hollywood.

A new WBZ & WBZA Coverage Map happily furnished on request.

WBZ
WBZA
BOSTON – SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA • REPRESENTED NATIONALLY BY NBC SPOT SALES

HEART OF AMERICA

Where Metropolis Springs From Golden Wheat Fields

Doubtlessly one of this country's most vital regions is that of the "Heart of America." Long recognized as being the foodbasket of the nation, it took a war to fully emphasize its importance in the manufacture of materiel and consumer goods. Through its transportation arteries have flowed the needs of a world at war. Great have been the demands on its peoples—but theirs has been the privilege to serve, for how true is the statement that in the "Heart of America" can be found everything on earth—except ocean and desert.

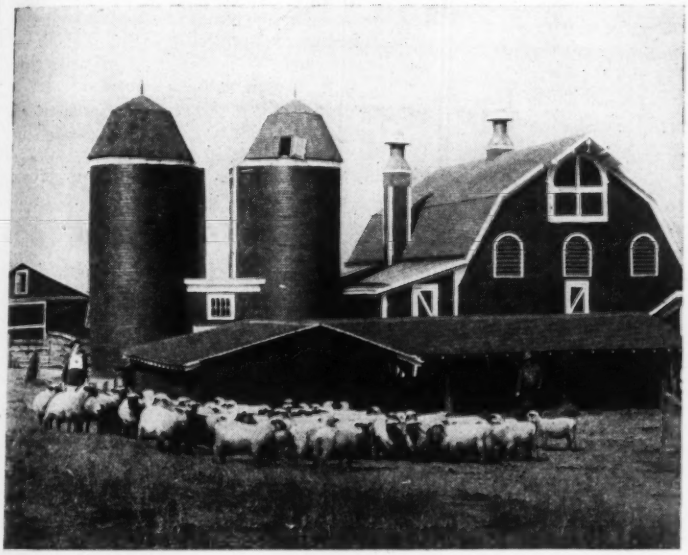
In this thriving metropolis population is up over 60,000 since the 1940 census. Latest rationing figures show greater Kansas City's population as over 700,000 with an effective buying income per capita 100% above that of 1938. Missouri leads the West to the coast in non-agriculture employment per 1000 population.

"More trains are switched, broken up, cut in and cut out in the Kansas City yards than anywhere in U.S.A."

CROSSROADS

One of the country's most unusual population breakdowns is that found in the "Heart of America"—the crossroads of this country—and thus of the world. Census reports uncovered the surprising condition that 51% of the population is urban and 49% rural. Thus within one compact area are located the two important phases of American life—each with its own peculiar likes and requirements. The throb of metropolitan hustle-bustle mingles with the tractor roar as the "Heart of America" puts its back to the wheel of Victory, doing its share and *then some.*

Within a few minutes of metropolitan Kansas City one finds spacious, high-production farms such as this of *KMBC Service Farms*, located over the Missouri line in Kansas.



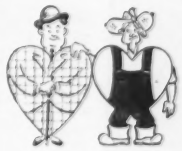
The greatly broadened and diversified interests of today's "Heart of America" farms are largely responsible for the cash farm income increase of 25% in the past year.

Working from sunup to sundown such livestock producers as Phil Evans, director of *KMBC Service Farms*, have again made Kansas City this country's leading cow town.

How To Make Each Advertising Dollar Do the Work of Two

A dollar spent in advertising on KMBC assures a "hearing" with the urban thousands in the "Heart of America." Accredited surveys tell the story—giving KMBC a greater audience than *any of the five other radio stations.*

A dollar spent in advertising on KMBC pays the way, too, into the homes of the 49% potential audience that is rural. There is no secret as to why this is so—KMBC programming is patterned with this population peculiarity constantly in mind every hour of the broadcasting day.



That is why each advertising dollar spent on KMBC does the work of two. Radio's finest programs—*those of the Columbia network*—exclusive farm features—*two full-time farm authorities, a livestock farm operated in service to rural America, and the exclusive right by the Kansas City livestock interests to broadcast official market reports direct from America's largest livestock building*—all this adds up to radio's best buy in the land "Where Metropolis Springs From Golden Wheat Fields."

KMBC
OF KANSAS CITY

SINCE 1928—CBS BASIC AFFILIATE FOR MISSOURI AND KANSAS

Editorial

By Deed & Word

POLITICALLY, radio, like Andy Gump, wears no man's collar. Individual broadcasters, as free Americans (except perhaps where the regulatory authority is concerned), have their own political leanings and their favored candidates. But politics are kept apart from their microphones.

It doesn't take clairvoyance, however, to detect radio—freedom of radio—as a political issue in the political campaigning just ahead. Gov. John W. Bricker of Ohio, an avowed candidate for the GOP nomination, a few days ago sounded the call for legislative checks upon the FCC lest it stifle freedom of radio. Other Republican spokesmen, prospective presidential timber and party workers alike, have picked up the theme.

It is plain that Republicans regard the constant bearing down on radio's freedom (and that of the press) as a liability, politically, to the party in power. The Democrats have, thus far, made no issue of it, or even any defense of the policies or current manifestations.

Radio, over the years has been regaled with a super-abundance of lip service by the "ins" as well as the politically ambitious. "Freedom to listen" was a battle cry just a few weeks ago by the incumbent forces, but it fell upon deaf ears, because past deeds made such talk a mockery.

Radio, as an art and medium, doesn't particularly care what the parties call themselves or each other. It is interested in one fundamental thing—the right to engage in free competition and to conduct Radio by the American Plan. We suspect that before the final gong, both parties will declare themselves four-square for freedom of speech and of the press.

What's more important, however, is what they intend to do about it.

AFM—Pancake Style

THINGS appear to be relatively quiescent these days in the Petrillo-Radio front. Reports trickling from the closed sessions of network representatives with the AFM locals on renewals of contracts for network originations are that "progress" is being made. There are the union demands for increased pay scales and increased quotas of musicians, which probably will be compromised. There's no talk, these days, of a strike, and presumably no dire "or else" threats from Jimmy.

Local 802 in New York, it appears, wants "platter-turners" to be AFM members. All 802 asks is that platter-turners be paid $90 a week—as they are in Chicago. In St. Louis, last reports were that they get $60 a week. And the redoubtable Jimmy himself has said that "a child could do the job".

A year ago, when Jimmy testified before the Senate Interstate Commerce subcommittee investigating the then existing full-scale AFM recording ban, he admitted the record-turner requirement was "not sound". He confessed he would not have called a strike if the Chicago stations had refused his demands. The stations "okeyed" the demand, he declared, because the Chicago local (of which he also is president) was "powerful". Under questioning by Senator Tobey (R-N.H.) he said he had made a "mistake" in forcing the hiring of union platter-turners.

Mr. Petrillo's New York union now makes the same demand. We presume locals in Los Angeles, in negotiating network originating contracts, will follow suit. Other locals, of course, can be expected to take the cue.

Practically all stations now hire fixed quotas of musicians because of Petrillo fiat, and the threat of strike. Many stations never use their musicians, who in most instances have other jobs anyway. AFM epitomizes the "made-work" formula at its worst.

If independent stations are forced to hire union record-turners at $90 or $60 per week, it may be the difference in many cases, between profit and loss.

But what we would like to know now is how Mr. Petrillo can reconcile his statement to the Senate Committee with the current demands of his locals? Maybe the subcommittee, of which Senator Clark (D-Idaho) is still chairman, will make the inquiry.

Unsound Dollars

MONEY give-aways attract people. Motion pictures have used bank night variations to build audience. Newspapers have given away everything from model homes and automobiles to carving sets in prize-contests dependent upon paid subscriptions. Magazines have sent youngsters scurrying from door to door selling subscriptions for that brand-new racing bike.

Radio, too, has had its flings. The latest is the money give-away variation of the late and none-too-lamented "Pot O' Gold". It builds audience, to be sure. But that audience is artificially stimulated. And that's bad radio.

The older media have found that give-aways don't pay. In normal times, the movies soon noticed that it was only on "bank night" or "country store" that the customers flocked in. The public expected the premium; the movie feature was only incidental. Newspapers and magazines, by and large, found that renewal of prize-induced subscriptions was more than difficult.

Many stations, to meet the competition of network programs, have resorted to the give-away, although the practice is far from restricted to the independent group. It is short-sighted policy, however, because when the give-away goes off, the audience usually takes a nose-dive. Besides, such features soon run their course and die.

There are many examples of independent station operation of a highly successful character. A station isn't disposed to drop a money feature unless the competition drops too. Smart listeners have thrown surveys askew by reporting the money station tuned in when it isn't.

Money-giveaways may be legal—probably are—though the question of borderline lottery has been raised. Irrespective of legality, anything that doesn't build soundly doesn't belong on the air.

Our Respects To -

IVOR SHARP

EFFICIENCY is the keynote in the life of Ivor Sharp. When he is called upon to untie the knots from Government red tape or simplify the Bell Telephone Co. mileage rates or perfect the organization of KSL, Ivor Sharp is in his element.

He took over the business management of KSL, the 50,000 w Salt Lake City station in November 1938, working with Earl J. Glade in directing the affairs of the station. When Mr. Glade assumed office as Mayor of Salt Lake on Jan. 1 of this year, Mr. Sharp succeeded to the position of vice-president and station manager.

The Mormon country around the Great Salt Lake Desert claims him. He was born on a small farm in Vernon, Utah in 1893, attended a rural Utah school, and in those early days absorbed much of the practical, down-to-earth philosophy that thrives in that pioneering section of the country. Added to this was months of intense farm work, mining, some road building and surveying.

While working with the AT&T, as toll rate engineer, he was in charge of inter-telephone rate considerations and the preparation and distribution of rate material required in handling the long lines traffic of the Inter-Bell System and the associate telephone services.

The multitude of rates and the method of determining them was a challenge to the logical mind of Ivor Sharp. He spent months experimenting for simplified method, and finally succeeded in devising an ingenious means of calculating the mileage rates between inter-exchange points, that has won wide acclaim by the telephone company.

The two small books contain mathematical tables that eliminate the necessity of keeping thousands of charts and maps and volumes of calculated rate data. They are the result of three years of intense study and calculation by a searching mind that demands and creates order out of confusion.

Mr. Sharp attended high school in Salt Lake City and received his early college training at the Utah State College in Logan. Several years late, he attended The New York Graduate School of Business, where he got his Master of Business Administration.

In 1917 he enlisted in the Army and from his original unit, the 145th Field Hospital Regiment, he became a second lieutenant in the Field Artillery and an instructor for replacement troops at Camp Taylor, Ky. At the end of the war, he returned to his native Utah.

(*Continued on page 40*)

This is No. 7 in a series of stories of KOIN PUBLIC SERVICE

Subjects of preceding stories were...

1) KOIN-presented summer series of City Park concerts.
2) "Wartime Women"—award-winning nightly broadcast of women's war activities.
3) "Million Dollar Club"—the big weekly half-hour, year 'round War Bond promotion program.
4) Special educational and farm service activities.
5) Broadcast coverage of special events.
6) Public relations work in community interest.

Here's.. ART KIRKHAM

Vice-President of KOIN

...For 16 years this station's perpetual "ambassador of goodwill" and the Pacific Northwest's best known and best loved radio personality.

★ ★ ★

Art's contributions to community service commenced with his connection with KOIN in 1928. He started the first radio news service in Portland—"Newspaper of the Air"—now oldest program in the area and always high in public favor. On it Art broadcast over 1300 community service news items in 1943. Another still popular program which he created in 1932 is " 'This and That' with Art Kirkham." Throughout the years his civic activities in addition to broadcasting have been many and varied, such as:

1943—President of "Presidents' Council"—composed of all civic and service club presidents.
President of Kiwanis Club.
Member, Board of Directors, Oregon Roadside Council.
Chairman, "Know Your Portland" committee and member "Tourist and Convention" and "Recreational Resources" committees, Portland Chamber of Commerce.

In 1941 and 1942 he was Chairman of the "Members Forum" and member Board of Directors, Portland Chamber of Commerce.

In 1941 he planned and created for the Portland Chamber of Commerce a map-folder of city and nearby trips which visitors endorse as one of the best available in any locality.

● Another reason for the dominant position of KOIN in its community.

Sept. '43—*Kirkham confers with delegates to Northwest Trade Association meeting—all Chamber of Commerce heads in their communities. From left to right: R. E. Shaub, Tacoma; S. S. McKeen, Vancouver, B.C.; Art Kirkham; J. V. Johnson, Victoria, B.C.; Harlan Peyton, Spokane, Washington; Foster McGovern, Seattle, and David Simpson, Portland.*

KOIN

PORTLAND, OREGON

FREE & PETERS, INC.
National Representatives

BLUE NETWORK
SHOWS
+
NEWS
+
GOOD LOCAL
SHOWS
=
AUDIENCE

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Our Respects to

(*Continued from page 38*)

end of the war, he returned to Utah.

For a while he worked with the Secretary of State in Salt Lake City. But desiring wider training and experience, he journeyed to the Nation's Capital for graduate work at George Washington U. In Washington he secured a Civil Service appointment as assistant investigator of the U. S. Bureau of Efficiency, a position which called for the fullest use of Mr. Sharp's abilities as a red tape cutter. He had to familiarize himself with governmental departments and their functions—with an eye for improvement in operations.

This work set a pattern for the immediate years which followed and took him to New York where he became special investigator for the U. S. Internal Revenue Bureau.

AT&T offered him a position as forecaster in the Long Lines Commercial Department in 1922. He accepted the pioneering post, which was largely statistical and required the planning, forecasting and estimating of traffic loads for the telephone company.

Back to the West

But the West called again, and in 1925 he returned to teach in the School of Business at the U. of Utah. He remained there until 1930, when he went back to the telephone company as toll rate engineer. It was in this position that he developed the Inter-Exchange Mileage Rate Guides. Their creation is a real contribution to simplification of communication rates.

And so when Ivor Sharp accepted the position of manager of KSL, he brought with him the solid background of industry, forecasting and administration that form firm foundations for an efficient business. His policies have shown themselves in the maintenance of a high standard of broadcasting and better programming.

Although the station demands most of his time, Mr. Sharp likes to go off into the Utah hills prospecting for the rich ores to be found there. And, true to form, his mind revels in developing mathematical and mechanical gadgets.

His affiliations include membership in the Salt Lake Rotary Club, Chamber of Commerce and the Church of Jesus Christ of Latter Day Saints.

He married Marianne Clark in 1927. They have three daughters: Luacine, 16; Louise, 11; and Annetta, 9.

Christens 'Musick'

CLEO MUSICK, of NBC's guest relations department staff, New York, was invited recently to christen a Liberty ship in Richmond, Calif., named in honor of her husband, Capt. Edwin C. Musick, pioneer aviator, who was killed in an airplane accident in Samoa while investigating new routes for Pan-American in 1938.

Personal NOTES

JOHN McPARTLIN, formerly salesman for the Public Service Co. of Northern Illinois, and the General Tire & Rubber Co., Chicago, has joined the NBC Central Division local and spot sales department, replacing Philip W. Steitz, resigned. Mr. Steitz has joined the Chicago sales staff of Mutual network. At one time he was in the sales department of WIND Chicago.

DR. DIXON RYAN FOX, president of Union College, has been named chairman of the advisory council of WGY Schenectady. The council is interested in public service programs for that area.

SANFORD SKINNER, formerly with WTRY Troy, N. Y., has joined WSAM Saginaw, Mich., as commercial manager.

EARL C. REINEKE, president of WDAY Fargo, N. D., and his bride, the former Marie Early, were feted at a special supper-program Feb. 20 by the personel of WDAY.

PHIL LALONDE, CKAC Montreal, has been elected president of the Quebec Association of Private Radio Stations, which includes all privately-owned French-Canadian stations, and is affiliated with the Canadian Association of Broadcasters. J. N. Thivierge, CHRC Quebec, was elected vice-president; Marcel Lefebvre, CHLP Montreal, secretary-treasurer; Paul LePage, CKCV Quebec, and George Bourassa, CKCH Hull, were elected directors.

MICHAEL SWEENEY, formerly on the advertising sales staff of *Wall Street Journal*, has been appointed to the spot sales staff of the Blue Network in New York. He replaces Robert Catherwood, resigned.

LEO J. FITZPATRICK, vice-president and general manager of WJR Detroit, has been elected to the directorate of the Detroit Athletic Club.

MR. & MRS. GLENN SNYDER announce that their daughter, Mary Marjorie, will be married to Ned George Maxwell, U. S. Army, on March 11 in Evanston, Ill. Mr. Snyder is manager of WLS Chicago.

R. V. JENSEN is now general sales manager of KOAM Pittsburg, Kan. For the past six years he has been commercial manager of KTRI Sioux City, Ia.

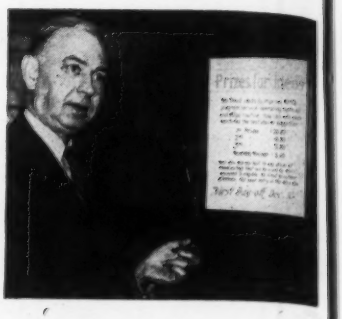
JACK MAURER, WHK Cleveland salesman, has returned to the studios, though his leg which was fractured a few weeks ago, is still in a cast.

FRANK M. RUSSELL, vice-president of NBC Washington, is the father of a girl.

HARVEY STRUTHERS of WCCO Minneapolis sales staff is the father of a boy.

Miss Eddy Heads KGFF

MAXINE EDDY, commercial manager of KGFF Shawnee, Okla., has been made general manager after seven years with the station, replacing Joseph W. Lee, who resigned as secretary-treasurer and general manager effective Feb. 15. Miss Eddy was acting manager when Mr. Lee was on leave of absence in the Navy during the winter of 1942-43. Mr. Lee announced he is no longer connected with the Oklahoma Network, presidency of which he resigned in 1942 to enter the Navy.



GOOD RESULTS have been obtained from use of the Idea Box at WHO Des Moines, with prizes ranging from $3 to $20 going to employes submitting useful suggestions. Joseph O. Maland, vice-president and general manager of WHO, points with pride to one of the suggestion boxes.

Case Succeeds Neuworth At WBBM; Kilian Named

GEORGE CASE, former WBBM Chicago production manager, has been appointed assistant program director, replacing O. J. Neuworth, who has resigned to devote fulltime to the production of WBBM-CBS' *The Romance of Helen Trent*. Mr. Case has been with WBBM for the past two years, joining the staff as producer and then, becoming production manager six months ago.

Fred Kilian, for the past ten months WBBM producer, has been named production manager for the station. Prior to joining WBBM, he was program director for WIZE Springfield, Ill.

Grizzard Resigns WLAP

TED GRIZZARD, with WLAP Lexington, Ky. for the past ten years, has resigned as manager of the station and is replaced by another ten-year veteran, former commercial manager J. E. Willis, it was announced last week by J. Lindsay Nunn, owner of the station. Mr. Grizzard is moving to California. His future plans have not been announced. Mr. Willis will take over his new duties March 1.

Blue Operations Aired

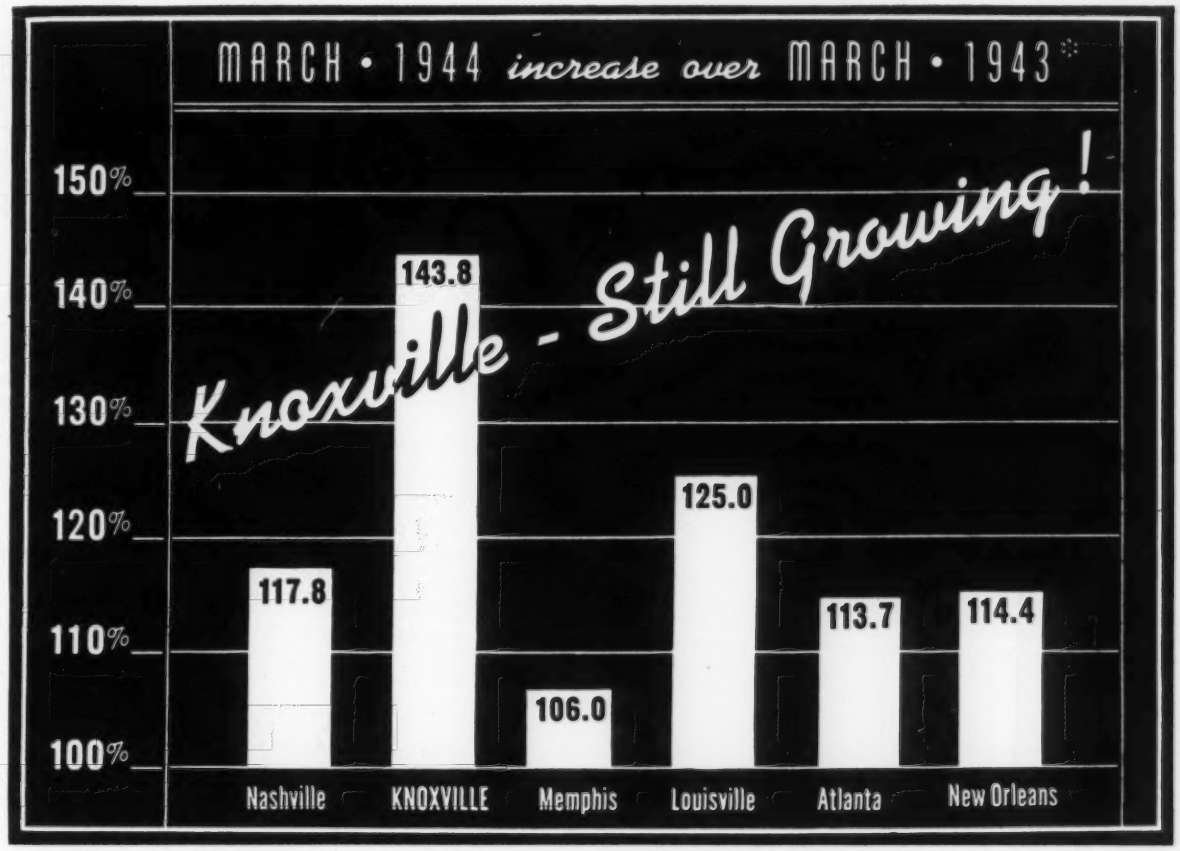
EXECUTIVES of the Blue network are explaining the operations of the company to their listeners through Alma Kitchell's *Meet Your New Neighbor* program each Friday. Fourth talk was given last Friday by Phil Carlin, vice-president in charge of programs.

Ogilvie Test

OGILVIE SISTERS, New York (hair preparations), on Feb. 12 started a 26-week series of daily spot announcements on WEVD New York, with other stations to be added if the test is successful. Agency is Abbott Kimball Co., New York.

BEAUTY SPOTS

FEMININE BEAUTY is the theme of two transcribed programs, *Here's Looking at You* and *Charm Session*, prepared by Harry S. Goodman, New York production firm, for department store use. Both are five minute series which can be combined to form quarter-hour programs. John Robert Powers, model authority, and Jessica Ogilvie, hair specialist, are interviewed on *Charm Session*, while *Here's Looking at You* features a beauty clinic, with Richard Willis interviewing women.



** According to Sales Management's "Retail Sales and Services Estimates for March, 1944".*

Sales Management's "Estimate for March, 1944" gives KNOXVILLE an increase in Retail Sales and Services to total 143.8%, with March, 1943 as base of 100%. Compare this increase with that of Nashville, Memphis, Louisville, New Orleans, or Atlanta! KNOXVILLE is now *second,* in increase, in the Nation's leading market centers, surveyed by Sales Management. Sales Management's "1943 Survey of Buying Power" showed that WNOXVILLE, the booming trade area covered by WNOX, is *greater,* in retail sales, than Nashville, Memphis, Louisville, New Orleans, and Atlanta! Take advantage of this *growing,* moneyed market! Sell WNOXVILLE, through WNOX!

WNOX
First Choice
LISTENERS
COVERAGE
POWER
MARKET

CBS
REPRESENTED BY The BRANHAM Co.

WNOX

10,000 WATTS *on* 990 KC.

KNOXVILLE . . TENNESSEE

SCRIPPS HOWARD RADIO Inc.
Affiliated with THE KNOXVILLE NEWS-SENTINEL

WNOX IS UNDER THE SAME SOUND MANAGEMENT POLICY AS WCPO — CINCINNATI, OHIO; AND WMPS — MEMPHIS, TENNESSEE.

BEHIND the MIKE

CHARLES CUMMINS, former news editor of KOB Albuquerque, N. M., and more recently with KEEW Brownsville, Tex., has joined WNOX Knoxville, Tenn., as announcer. Other new announcers on WNOX are Don Gray, formerly of WCAO Baltimore and WIS Columbia, S. C., and Jerry Soesbee, formerly with WWNC Asheville, N. C.

BARBARA RAMSELL, former writer at WSYR Syracuse, has joined the continuity staff of WLW-WSAI Cincinnati. Frank Heibeck has joined WLW-WSAI as an announcer after two years as program director of WLOK Lima, O.

ALMEADA LEMING, new to radio, has joined the staff of WNOX Knoxville, Tenn., as continuity writer.

BERT WILSON, sportscaster who traveled with the Chicago Bears, professional football team, for WIND Chicago broadcasts last year, will do all at-home and out-of-town baseball games of the Chicago Cubs for the 1944 season, aired exclusively over WJJD. WIND Chicago exclusive coverage of Chicago White Sox at-home and out-of-town games, will be Walt Lochman.

CPL. WALTER KANER, formerly director of publicity and special features of WLIB Brooklyn, has been transferred to the 387th Infantry Regiment at Fort Leonard Wood, Mo., and assigned to the Special Service Section to handle public relations and entertainment.

PVT. CARL J. HALL, formerly a member of the announcing staff of WAAC Fort Meyers, Fla., is now assigned to radio work in Special Services, Amarillo Field, Tex.

BUD MITCHELL, WJR Detroit director of operations, is now teaching an evening class in radio speech at Wayne U., Detroit. Dick Frederick, formerly of the Michigan OWI staff, has been added to the WJR publicity staff.

KOMO-KJR Appointments

FRED DELANO now heads the newsroom of KOMO-KJR Seattle replacing Dick Keplinger, who has entered the Army. Bill Moshier has taken on additional duties as director of special events. He will be assisted by John J. Jordan, announcer and newsman. New publicity director for the stations is Carolyn Ashbaugh.

LT. NED BURMAN, second combat correspondent on Guadalcanal, following Lt. James Hurlbut, has been commissioned 2nd lieutenant in the U.S.M.C., assigned to Marine Corps Headquarters, Washington. Before joining the service, Lt. Burman was a news commentator of KQW San Jose, Cal.

NINA ANTHONY, news editor of CJOR Vancouver, was recently appointed to the Vancouver Parent Teachers' Federation.

BILL STEWART, producer of CKWX Vancouver, has married Betty Levir.

PAUL WANN has joined the WCCO Minneapolis, announcing staff. Mr. Wann was formerly an announcer of WDOD Chattanooga.

DENNIS REAGAN, formerly of WSOY Decatur, Ill., has joined the announcing staff of WFDF Flint, Mich.

MIKE DUNN, sports announcer at WFDF Flint Mich., has announced his engagement to Jean Marie Dickerson of Newton, Iowa.

BILL MARLOWE, former newscaster of WMC Memphis has joined WJNO West Palm Beach, Fla., replacing Lee Taylor, who leaves for the service.

HARRINGTON CRISSLEY and Ruth Stone, of the program production staff of WGFM Schenectady, N. Y. were married Feb. 19.

THOMAS HUDSON McKEE, has established a syndicated program service, Sterling Radio Programs, with headquarters in Denver. He was former assistant news editor of KFEL Denver.

DON LEWIS, announcer at WWL New Orleans, is the father of a girl.

CONNIE ROSNER, formerly of Harry Feigenbaum Agency, Philadelphia, has joined the staff of WPEN Philadelphia as continuity director. She succeeds Robert Bloomfield, who leaves to join the Army.

MARION BASEL, announcer of WIP Philadelphia, has left to join the staff of WITH Baltimore, Md. He is succeeded by Jeff Scott, new to radio.

KEN WHEELER, day supervisor for WNAC Boston, is to be inducted into the armed services.

THEODORE HAHN Jr. has been named music director of WCKY Cincinnati. Prior to coming to WCKY he was assistant to the National Director of Music.

JACK BRICKHOUSE, a member of the WGN Chicago announcing staff before joining the Armed Forces, returned to WGN last week following release from military service.

JACK HORNER, director of news and sports for KILO Grand Forks, N. D., was recently awarded the Junior Chamber of Commerce service key as the outstanding citizen of Grand Forks for 1943. He was cited for his work in forming the city Recreation Council.

MARIAN GERVAIS, is now publicity director of KIRO Seattle, having replaced Marjorie de Garmo who has taken over writing and production.

EVELYN McCUTCHEON, NBC Hollywood writer, has resigned that post to become civilian writer for Army radio programs at Hill Field, Ogden, Utah.

JOE PARKER and Alberto Rondo of Hollywood radio division, Office of the Coordinator of Inter-American Affairs, have been inducted into the Army.

MARX HARTMANN, Hollywood announcer on the weekly Mutual program, *Adventures of Sherlock Holmes*, has joined the Navy.

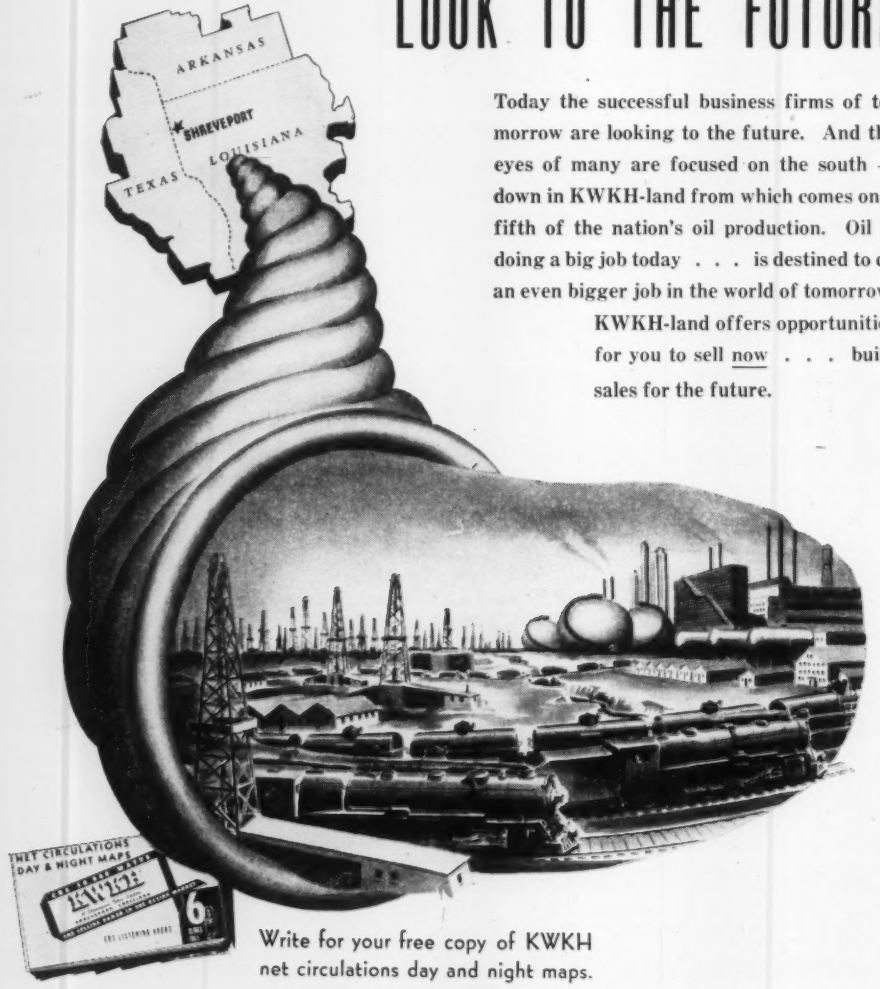
JOHN C. ROBB, supervisor of New York originating Blue news broadcasts, has been appointed Hollywood manager of the news and special features department.

TOM WHEELER, farm director for WOWO-WGL Fort Wayne, Ind., was recently appointed to the agricultural committee of the Fort Wayne Chamber of Commerce.

DOUG BRUCE, announcer of CJOR Vancouver, has joined the Royal Canadian Air Force.

JOE MIDMORE, former CKWX Vancouver announcer now in the Royal Canadian Air Force, recently became engaged to CKWX continuity editor Isabel Frost.

LOOK TO THE FUTURE



Today the successful business firms of tomorrow are looking to the future. And the eyes of many are focused on the south — down in KWKH-land from which comes one-fifth of the nation's oil production. Oil is doing a big job today . . . is destined to do an even bigger job in the world of tomorrow.

KWKH-land offers opportunities for you to sell now . . . build sales for the future.

Write for your free copy of KWKH net circulations day and night maps.

CBS
50,000 WATTS

KWKH

REPRESENTED BY
THE BRANHAM CO.

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

PORTRAIT OF A NERN LISTENER

and how do you make THIS sound?

MUSIC:
THEME* . . . UP FULL, THEN HOLD UNDER

ANNOUNCER:
Your problem is to move goods . . .

SOUND:
(One at a time, in succession, at announcer's pauses) NAILING SHIPPING BOXES . . . STEAM LOCOMOTIVE . . . DELIVERY TRUCK . . . CARTONS BEING PLACED ON RETAIL SHELVES

ANNOUNCER:
. . . not just out of your plant . . . and across the country . . . and to the retailers . . . and onto their shelves . . . but also . .

SOUND:
CARTONS BEING MOVED OFF RETAILERS' SHELVES

ANNOUNCER:
. . . into consumer hands. That is, you must create and activate consumer demand. In New England's rich, compact market, you can do that most effectively through NERN, which is seven dominant stations whose combined primary coverage areas include 96.6% of New England's radio homes . . . but whose Class "A" quarter-hour price is only $600. By using NERN, you can make merchandise take that last move quickly — to a people whose effective per capita buying income (Sales Management figures) is 22.9% above the national average.

SOUND:
NEW ENGLAND WOMEN SPENDING MONEY

MUSIC:
THEME* . . . UP FULL AND REPEAT

*THEME: "More Results for Advertisers on NERN, the Network."

NERN STATIONS

WBZ*	Boston, Mass.
WCSH	Portland, Maine
WJAR	Providence, R. I.
WLBZ	Bangor, Maine
WTIC*	Hartford, Conn.
WFEA	Manchester, N. H.
WRDO	Augusta, Maine.

* *The only 50,000-watt stations in New England.*

Nationally represented by
WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD, CONNECTICUT

HAROLD LAKE, transcription librarian of WJR Detroit, and Emma Kamienski, newsroom secretary, were married recently.

OTTIS HENLEY replaces John Brinn, resigned, as news announcer of WCBI Columbus, Miss. He was formerly a member of the announcing staff of WJRD Tuscaloosa, Ala.

WES JONES is a new member of the KOIL Omaha announcing staff. He was formerly with WOW Omaha.

JOE COOK, formerly with WEBC Duluth, is now on the announcing staff of KDAL Duluth. Russell Ireland, formerly with KDB Santa Barbara, Cal., is also a new member of the KDAL staff.

REID KILPATRICK, freelance producer, has joined NBC Hollywood production department. He replaces Frank Pittman who has joined the Hollywood staff of Needham, Louis & Brorby as production aide to Cecil Underwood, manager.

It's SEVEN O'clock, Man, Time For

FULTON LEWIS, Jr.

THE MAN WHO MADE 7 P. M. (EWT)
A NATIONAL LISTENING HABIT

Fulton Lewis has been sitting on the seven o'clock spot for over 6 years. Hundreds of sponsors (yes, hundreds!) and millions of listeners swear by the authentic reporting of Lewis. He's everywhere . . . digging up facts, watching the news happen. Fulton Lewis, Jr., is America's most listened-to News Reporter . . . and most respected.

Sell him at your one time quarter hour rate per week. Call, wire or write WM. B. DOLPH, Washington, D.C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Lt. M. F. Ritchie

LT. MAXWELL FRASER RITCHIE, 43, public relations officer at Canadian military headquarters, London, England, died suddenly Feb. 17 a few hours after being admitted to the hospital. Born in Toronto, he had been overseas since September 1941. He is a brother of Wells Ritchie, assistant supervisor of press and information service of the Canadian Broadcasting Corp., Toronto. Under the firm name of Central News Bureau, the Ritchie brothers, for a number of years before the war were Canadian representatives of Transradio Press.

GENE NOBLES has been added to the announcing staff at WLAC Nashville. He was a former staff announcer at WALA Mobile.

MILTON FORD, Harry Morgan and Wayne Davis are new additions to the announcing staff at WBIR Knoxville. Mr. Davis was formerly with WBBB Burlington, N. C.

W. J. DUNLOP, Canadian Broadcasting Corp., Toronto, commercial representative, recently became the father of a boy.

SID CHAPMAN, secretary-treasurer of Northern Broadcasting & Publishing Co., Timmins, Ont., has been elected 1944 president of the Timmins Kinsmen Club.

STEVE BRANDENBURG, new to radio, has joined the production staff of CFCH North Bay Ont.

FRANK LINDSAY has joined the announcing staff of CJKL Kirkland Lake, Ont.

DOUGLAS B. LUSTY has been appointed producer of educational broadcasts for the Maritime region by the Canadian Broadcasting Corp. He formerly was on the announcing staff of CBC Toronto.

LEOPOLD HOULE, director of the French division, CBC Press and Information service, recently received the degree of Doctor of Philosophy at St. Joseph University, Memramcock, N. B.

WILLIAM BALDWIN, special features director of Blue, San Francisco, and Clark Sanders of KGO San Francisco engineering department, currently are on a special mission with the Navy.

GORDON MILLS, with honorable discharge from the Army, has joined KGFJ Los Angeles as announcer. He succeeds Lou Place who has joined KFAC.

PAUL COATES, formerly director of publicity of WTMJ Milwaukee, and its FM station WMFM, has joined the Carter Hotel chain as press representative for two New York hotels.

DICK JOHNSON, formerly of KWLM Willmar, Minn., Paul Santee of WDGY Minneapolis and Gene Letts, new to radio, have joined KYSM Mankato, Minn., as announcers.

ELEANOR KILGALLEN, who has been associated with her brother's firm, Richard Kollmar productions, in the casting department, has joined CBS as casting director.

JANE ELSAS, of the Blue script department, and Lt. Ebb Ford, U.S.A. now stationed at Fort Jay, N. Y., will be married on April 9. Miss Elsas will resign her position at the Blue.

ALLEN DE CASTRO, commercial program manager of Mutual and head of the Latin American department, has been placed in charge of all cooperative programs at Mutual.

SIX-FOOT-FIVE John A. Barclay, newcomer to the WGN Chicago, production department, gets the WGN low-down from veteran producer Eddie Kahn, five-foot-three director of *The Crime Files of Flamond* and others. Radio production is Barclay's latest venture in a 25-year career as singer and actor in this country and abroad. He is heard regularly on WGN-Mutual shows, including *The Chicago Theater of the Air, First Nighter, The Human Adventure,* and is narrator on *The Chicago Theater of the Air Symphony Hour.*

Art Contest Conducted For Students by WOR

THE broadcasting medium as an art subject is the theme of a contest WOR New York is conducting among art students in five New York City art schools. Students have been taken on a tour of WOR studios to collect picture material on all phases of broadcasting operations. For the final judging March 3 a total of 13 paintings have been selected from the entries.

Paintings will be on public view at the Advertising Club of New York for two weeks, starting March 7. A private show for the press will be held the preceding afternoon. The entries represent a variety of techniques ranging from impressionistic and surrealistic to factual interpretations of rehearsals, engineering operations, and other aspects of radio station activity. Judges are Hilda Loveman, art critic of *Newsweek;* Henry McBride, art critic of the *New York Sun,* and Joe Creamer, station promotion director. The winners will receive War Bonds as prizes.

MORTON WISHENGRAD, scriptwriter for NBC's *University of the Air,* will conduct Columbia U. classes in radio writing, and Neal Hopkins, formerly of NBC's production staff and script division, will instruct a radio production class. Classes were formerly instructed by Erik Barnouw, now on a special mission for the War Dept.

JERRY MARSHALL, WNEW New York announcer, and Geraldine Schwarz, cashier at CBS, have announced their engagement.

NOW YOU CAN REACH AMERICA'S MOST ACTIVE NEW MARKET

ALASKA

THINGS are really happening in Alaska. Much of the amazing development is a military secret. You'll have to wait until we win the war to hear about it. ★ It is no secret, however, that the population of Alaska is many times as large as it was three years ago and will be larger after the war. ★ With the completion of the Alaska Highway which brings Alaska within a few days drive from any part of continental United States, the Territory has suddenly become a rich new market which progressive advertisers are losing no time to capture. The ground work laid today will determine the new buying habits of Alaskans for the next generation. ★ New airports, new airlines, a projected railroad, new ship service, will make Alaska the fastest growing spot on the American continent. ★ Alaskan men and women buy nearly four times as much merchandise per capita as your neighbors in the States. Wages are high and money is plentiful. Nowhere in the world do folks depend so completely upon their radio stations for news and entertainment. And they show their appreciation by buying the advertisers' merchandise. ★ A test campaign will convince you. The cost is low, the results truly startling. Wire or write for availabilities.

★ ★

If you have any questions regarding Alaska, don't hesitate to write me. We have eight men in our Seattle office who know the Territory thoroughly. Between us, we can dig up the information you request, whether it pertains to radio, bear hunting, steamship schedules, the weather, salmon fishing or gold mining. ★ By the way, I have a few hundred additional copies of the Annual Pictorial Edition of Alaska Life, which I publish. It's just off the press and, I believe, gives a rather complete analysis of Alaska in 1943. If you'd like a copy just send me your request on your company stationery.

KINY
5000 Watts Juneau

KTKN
1000 Watts Ketchikan

★ ★

KINY-KTKN Programs Released through cooperation with U.S. Army:

BING CROSBY
RED SKELTON
FRED ALLEN
ALBUM FAMILIAR MUSIC
JOHN CHARLES THOMAS
HARRY JAMES
FRED WARING
ALDRICH FAMILY
BURNS AND ALLEN
HOUR OF CHARM
YARNS FOR YANKS
SPOTLIGHT BANDS
KAY KYSER
MELODY ROUNDUP
FIBBER McGEE
HIT PARADE
ONE NIGHT STAND
ANDRE KOSTELANETZ
SAMMY KAYE
FAMILY HOUR
PAUL WHITEMAN
TOMMY DORSEY
FITCH BANDWAGON
CHARLIE McCARTHY
CONTENTED HOUR
MAXWELL HOUSE SHOW
YANK'S SWING SESSION
GREAT GILDERSLEEVE
DUFFY'S TAVERN
DINAH SHORE
COMMAND PERFORMANCE
BOB CROSBY

EDWIN A. KRAFT
ALASKA RADIO HEADQUARTERS
708 AMERICAN BUILDING SEATTLE 4, WASHINGTON

Agencies

H. C. VOGEL, formerly vice-president of Reincke, Ellis, Younggreen & Finn and prior to that with the network sales department of NBC, has been named account executive for the Chicago office of Kenyon & Eckhardt.

JAMES GREGORY, formerly advertising manager of the Barber-Greene Co., Chicago, and prior to that with Cramer-Krasselt Co., Milwaukee, has joined the Russell T. Gray Co., Chicago, as account executive.

ANTON KAMP, former art director of O. S. Tyson & Co., New York, has been named art director of Benton & Bowles, New York.

FRANK G. GREENE, formerly on the general business staff of the *Wall Street Journal*, and on a New Jersey paper, has been named account executive of N. W. Ayer & Son, New York.

ROWLAND LAUGHLIN, advertising and sales promotion manager of Hammond Instrument Co., Chicago, recently joined the executive staff of Howard H. Monk & Associates, Rockford, Ill. W. E. Christopher, formerly associated with the production department of Blackett-Sample-Hummert, has been named production manager of Monk agency.

OSWALD ADVERTISING, Philadelphia, has changed its name to Ecoff & James, Inc., continuing at present quarters in the Insurance Co. of North America Bldg.

JEAN LEGAULT, manager of Northern Quebec Broadcasting System, Rouyn, Que., has been elected first vice-president of the Quebec Junior Chamber of Commerce

Reed Back at J-W-T

DR. VERGIL D. REED, assistant director of the statistics division, and chief of general statistics staff, bureau of planning and statistics, WPB, has resigned to join J. Walter Thompson Co., New York, as associate director of research in charge of market research, it was announced by WPB last week. Dr. Reed entered Government service in 1935 as chief of the retail and wholesale trade division, Bureau of Census. He was assistant director of the Census Bureau from June, 1936 to March, 1942, when he joined the WPB in the post he now leaves.

HERMAN LAND, a former announcer with WBIR Knoxville, has joined the radio department of Kircher, Lytle, Helton & Collett, Dayton.

IVAN H. DENTON, McConnell Eastman & Co., Vancouver, and H. S. Watson, A. McKim Ltd., Vancouver, have been elected members of the executive of Advertising and Sales Bureau of the Vancouver Board of Trade.

R. EMMETT ATKINSON, formerly commercial manager of KWKW Pasadena, has established his own advertising agency at 117 E. Colorado Blvd. Telephone is Ryan 1-6586.

L. J. NELSON, space buyer of Wade Adv., has returned to Chicago following Pacific Coast conferences with Robert E. Dwyer, Los Angeles manager.

PAUL H. RAYMER Co., station representatives, has moved its Southern California offices to new and larger quarters at 707 S. Hill St., Los Angeles. Telephone is Vandike 1901. J. Leslie Fox is manager.

DON JOHNSTONE has left Schenley Distillers Corp., New York, where he was director of field market research, to join Benton & Bowles, New York, as assistant director of research. Mr. Johnstone was director of research at Sherman K. Ellis & Co., New York, before joining Schenley.

PETER LYMAN, former announcer of KDAL Duluth, is now director in charge of radio production for J. Walter Thompson Co., Chicago.

STUART STEVENS has been appointed production manager of Hugo Scheibner Advertising, Los Angeles. He was formerly sales production manager of Dazey Churn & Mfg. Co., St. Louis.

ELDRIDGE D. HEDGES, formerly on the art staff of J. Walter Thompson Co., New York, has been named art director of Erwin, Wasey & Co., New York, specializing in the field of electronics.

ERIC STRUTT, copy writer of Hixson-O'Donnell Adv., Los Angeles, has been commissioned a lieutenant (j.g.) in the Navy.

CULBRETH SUDLER Co., Los Angeles agency, has moved to 412 W. Sixth St. Telephone is Trinity 0709.

PAUL SECON, formerly on the staff of *Variety*, has joined the research staff of Richard Stark & Co., New York. He will make a study of television and organize a video unit for the firm.

AUSTIN BYRNE, former account executive for William Esty, Inc., New York, has been inducted into the army.

CHARLES CHAPLIN, writer-producer, recently associated with Armed Forces Radio Service in a civilian capacity, is in charge of radio production for Hillman-Shane-Breyer, Los Angeles agency.

Arthur H. Kudner Dies of Pneumonia

ARTHUR H. KUDNER, leading advertising executive and head of his own advertising agency, Arthur Kudner Inc., New York, died of pneumonia Feb. 18 in Los Angeles at the age of 53. His wife, Magdelin Thayer Kudner, who had accompanied him on an extended business trip, was with him at the time.

Born in Lapeer, Mich., Dec. 7, 1890, Mr. Kudner started as a reporter on his father's paper there, and after a brief career as a concert singer returned to journalism with the *Detroit Free Press* and the *New York World*. He entered advertising in 1915 as a copy writer of Cheltenham Advertising Agency. A year later he joined Erwin, Wasey & Co., becoming chief copy writer in 1919 and serving as president from 1929 until 1935, when he left to establish his own agency.

Received Award

Author of several early tire advertisements which are considered classics, Mr. Kudner in 1917 created advertisements for the Red Cross and Liberty Loan drives which are still recalled and quoted. In 1929 he received the Harvard Award for having prepared the best advertisement of the year.

During his association with Erwin, Wasey, Mr. Kudner was active in developing a number of outstanding radio programs in the early days of commercial broadcasting, including the Morton Downey and Evangeline Adams programs. Last fall he personally induced Quention Reynolds to go on the air as narrator of war stories on NBC's *Salute to Youth* series for Goodyear Tire & Rubber Co. and he was instrumental in bringing about General Motors' sponsorship of the Sunday afternon broadcasts of the NBC Symphony Orchestra, under such noted conductors as Toscannini and Stokowski.

In addition to the General Motors symphonic series, current radio programs placed by the agency also include the Goodyear *The Star and the Story* on CBS and *Gay 90's Revue*, also on CBS, sponsored by U. S. Tobacco Co.

Arthur Kudner Inc. will continue its agency operations under the direction of the corporation's six vice-presidents, who had been associated with Mr. Kudner for periods ranging from 14 to more than 20 years and who are all stock-holders in the organization. These are: J. H. S. Ellis, executive vice-president, Edward J. Owens, Samuel D. Fuson, Charles F. Gannon, Robert D. Stewart, Hayward Anderson.

In addition to his widow, Mr. Kudner is survived by a son, Arthur, 9, a daughter, Karyl, 7, his mother, Mrs. H. C. Kudner of Lapeer, Mich., and two brothers, Dr. Don Kudner of Jackson, Mich., and Schuyler Kudner of New York.

THE PACKAGE IS YOURS IN ROANOKE!

When you "buy" any radio market, you're usually thinking in terms of the whole radio audience. But in most markets you have to admit that 10%, 25% or even 80% of your audience is listening to *some other station.*

But not in the Roanoke market! WDBJ is the *only* station that gives satisfactory listening service throughout the Roanoke-Southwest Virginia Area—an area containing 23.9% of Virginia's radio homes! That's why a good many advertisers prefer WDBJ to "larger" (but more competitive) stations in other cities. Ask Free & Peters for all the dope!

CBS • 5000 WATTS • 960 KC

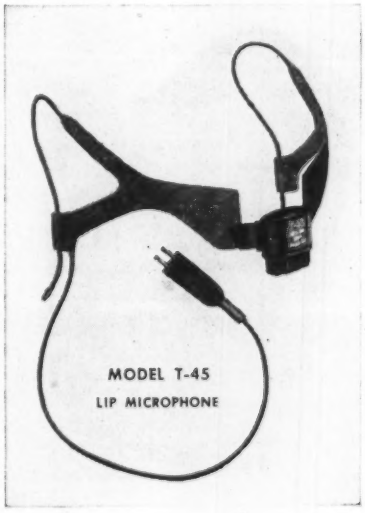
Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ ROANOKE VA.

History of Communications Number Four of a Series

SMOKE SIGNAL COMMUNICATIONS



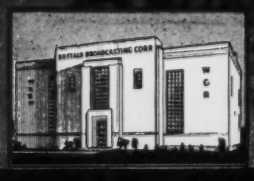
While the puffs of our early American smoke Signals were not as complicated as the Morse Code, this type of communication was a speedy and effective means of communication at that time and could be seen for scores of miles on a clear day. Used for transmitting their battle messages, smoke signals in the days of the early American meant a progressive means of communication.

Restricted by climatic conditions this type of communication was limited in its use. Universal microphones in the part they play in modern electronic voice communication must withstand the climates of the Arctic and the Tropics all in a day's work. Built to accomplish a specific job, Universal Microphones are "getting the message through" on every Allied front.

Model T-45, illustrated at left, is the new Lip Microphone being manufactured by Universal for the U. S. Army Signal Corps. Shortly, these microphones will be available to priority users through local Radio Jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA ·· CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

WGR
5,000 WATTS by DAY
1,000 WATTS by NIGHT
550 K. C.
Buffalo's Most Powerful Transmitter Plant
MUTUAL

BUFFALO BROADCASTING CORPORATION
National Representatives:
FREE & PETERS, INC.

Charles F. Michaels

CHARLES F. MICHAELS, 74, chairman of the board of McKesson & Robbins, died Feb. 20 in a San Francisco hospital. A native of San Francisco, he was president of the Langley-Michaels Co., wholesale drug company, when it was absorbed by McKesson & Robbins in 1929, at which time he was named regional vice-president. He became executive vice-president, then president, and in 1941, following the reorganization of McKesson & Robbins, he was elected chairman of the board. In 1927 Mr. Michaels was president of the National Wholesale Druggists Assn.

JOIN AGENCY STAFF

PETTINGELL & FENTON, New York, announced the following additions to their staff: Bernice Newton, of Spier & Sussman, New York, as space buyer; Marjorie Bass, of the advertising staff of Gimbel Bros., New York, as contact executive; Louis Kraus, honorably discharged from the Army and previously account executive for Joseph Katz Co., New York, as contact executive; Barney Bravman, on the production staff of Lester Harrison Inc., New York, to the production staff.

WOR's 22d

WOR New York, last week celebrated its 22d anniversary — without celebrations. Station let its holiday slip by without fanfare for the duration. Operations started from Bamberger's Department Store, in Newark, N. J., on Feb. 22, 1922.

Overseas Agency

AMERICAN OVERSEAS Advertising Service Inc., has been organized at 424 Madison Ave., New York, to lay ground work for future American business relations and build up goodwill for the United States in countries liberated and occupied by the United Nations. William V. C. Ruxton, former president of the British-American Ambulance Corps., and New York banker, has been elected chairman of the board. A former European publisher, Rudolf V. Hahn, is president.

Radio Is Aid in Solving Delinquency of Juveniles

WOMEN'S NATIONAL Radio Committee, through its newly-formed subcommittee on juvenile delinquency, is submitting four suggestions to networks and local stations on the use of radio in combatting juvenile delinquency, according to Mme. Yolanda Merlo-Irion, chairman and founder of the organization.

Programs such as those of Bing Crosby, Edgar Bergen and Frank Sinatra, have a large following among juvenile listeners and will be requested to include in their shows material which will be "helpfully stimulating to young people". This has been tried successfully by Eddie Cantor, Bob Hope and others, it is pointed out.

The use of spot announcements in directing young people to recreational and useful war effort activities, will be suggested, along with radio forums on aspects of other programs. The committee also suggests that radio figures such as Kate Smith and Ginny Simms might stress the importance of maintaining the right sort of home relationships.

Annual radio awards will be made by WNRC on the basis of contribution to the juvenile delinquency problem.

Halpin Opens Agency

JOHN L. HALPIN, former Deputy Commissioner of Conservation, State of New York, has resigned and will establish an advertising agency in Schenectady. Mr. Halpin has been in the public service for 15 years and has wide experience in the field of public relations and publicity, acting in that capacity with the Dept. of Taxation & Finance. His work included radio and motion picture promotion.

VICK KNIGHT, formerly vice-president in charge of radio for Foote, Cone & Belding, Hollywood, has been inducted into the Army.

Franco Breaks Ankle

CARLOS FRANCO, manager of the Station Relations Department of Young & Rubicam, New York, broke an ankle in a fall last Monday. He will be confined to his home for several weeks.

that's all bub!

bub burn and his homespun news commentaries are as corny as the husks in van buren . . . as American as broadway or sutton place . . . as integral to the new york market as the asterbilts—the cohens—or the kellys.

bub serves up his corn every monday—wednesday and friday from 7 to 7:15 p.m. while selling his corn—he could peddle your product, too. more about bub burn if you'll call or write

WINS
10,000 WATTS ... 1010 ON N. Y. DIAL

FIRST IN ALASKA

790 KC KFQD 1000 W
ALASKA BROADCASTING CO.
Nat. Rep: Pan American Broadcasting Company
342 Madison Ave., N. Y. C.

Radio Advertisers

MORRIS B. SACH, Chicago (clothier), is now sponsoring for the tenth year its *Amateur Hour* on WENR. The program, now heard 5-6 p.m. Sundays, after March will be heard Sundays 12:30-1:30 p.m. and will also be heard over WCFL Chicago.

DECORATIVE Cabinet Co., Kearny, N. J., has appointed Grey Adv., New York, as agency. Spot campaign started Feb. 21.

A GROUP of magazines, organized under the title of Youth Group Magazines, have appointed Hill Adv., New York, to handle advertising. Magazines are *Boys Life*, *Open Road for Boys*, *Young America*, and *Young Catholic Messenger*. No radio is planned.

RICHARD W. GIRVIN, formerly of Willmark Service System Inc., New York, has joined Englander Co., New York, manufacturer of bedding, as coordinator of post-war advertising and sales promotion plans which include a projected program on CBS.

DUOTONE Co., New York, has appointed Maxon Inc., New York, to handle advertising for phonograph needles. No radio is planned.

DEBBY-LOU SPORTSWEAR, Boston (sportswear for women), has placed its account with Wm. J. Small Advertising, Boston. Plans are said to include radio.

WEATHERHEAD Co., New York, auto and aviation sales, has named Maxon Inc., New York, as agency. No radio is planned.

NUTRISOY Co., New York, soy bean products, has appointed A. M. Sneider Co., New York, to handle its advertising. No radio is planned.

VICK CHEMICAL Co., New York, has singed a 52-week contract with WABC New York for a thrice-weekly quarter-hour news program in behalf of Albolene and cough drops. Account previously advertised on WABC in the fall and winter only. Agency is Morse International, New York.

HELM'S BAKERIES, Los Angeles (home service), on Feb. 13 started a weekly quarter-hour program, *Letters From Servicemen*, on KNX Hollywood. Contract is for 26 weeks. Firm uses a total of 150 transcribed announcements per week on KFI KECA KNX KHJ KFOX KFWB KIEV KPAS. Agency is Dana Jones Co., Los Angeles.

METRO-GOLDWYN-MAYER Studios, New York, on Feb. 16 started a five-weekly quarter-hour newscast featuring Jack Slattery on KNX Hollywood. Contract is for 52 weeks. Donahue & Coe, New York, has the account.

LOS ANGELES RAILWAY Co., Los Angeles, has apointed Dan B. Miner Co., Los Angeles, to handle its advertising. Firm on Feb. 18 started sponsoring weekly quarter-hour dramatized series, *Great Short Stories*, on KNX Hollywood. Contract is for 52 weeks.

HELENE CURTIS INDUSTRIES, Chicago (Cosmetics), has named Weiss & Geller, Inc., Chicago, to handle magazine advertising. Radio is cintemplated for the future.

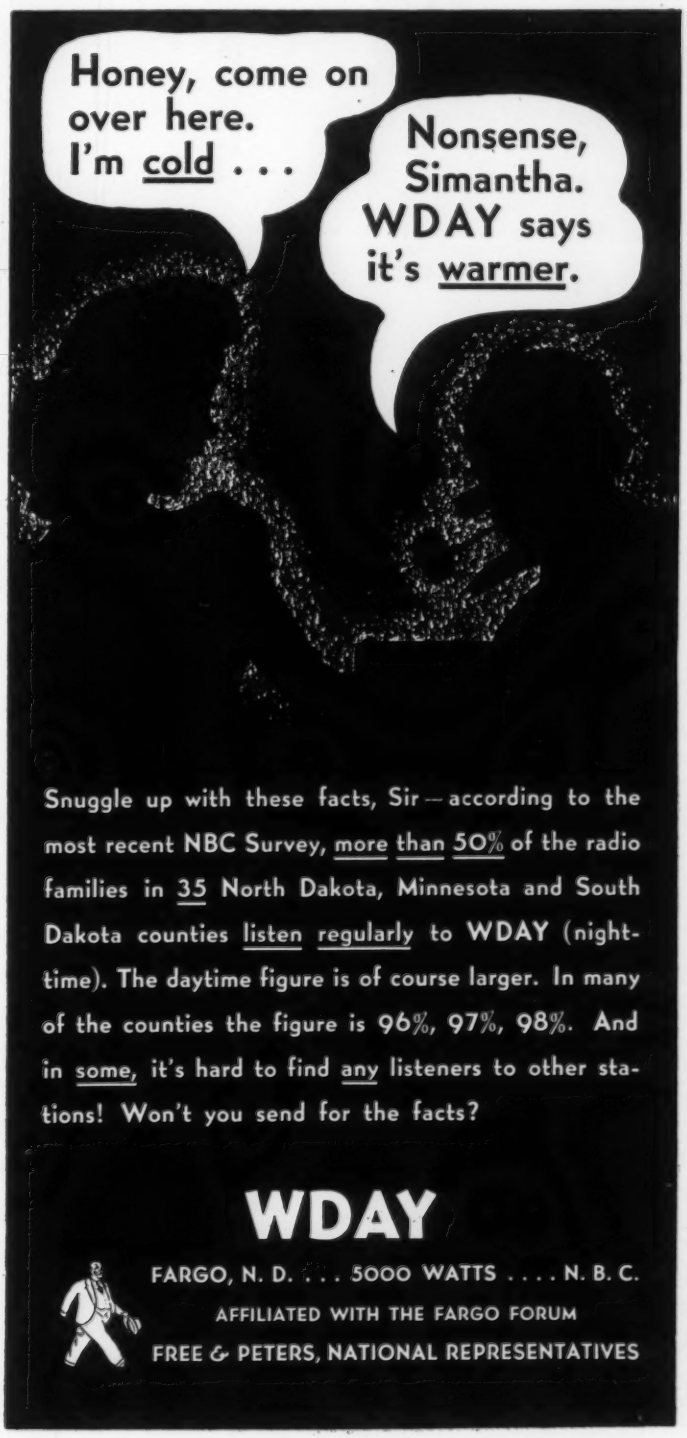
J. P. ALLEN'S DEPARTMENT STORE, Atlanta, are sponsors of a new quiz show *Fashion Fun* on WGST Atlanta Tues., 9:30-9:45 p.m.

LONGINES WITTNAUER (CANADA), Montreal, on March 16 starts half-hour *Longines Symphonette* on CBL Toronto, and CBR Vancouver, weekly. Account was placed by Russell T. Kelley Ltd., Montreal.

WM. WRIGLEY Jr. Co., Toronto (gum) on March 3 renews *Wrigley's Air Band* on CFRB CFCF CKCO CHML, Fri. 9-9:30 p.m. Agency: J. Walter Thompson Co., Toronto.

S. C. JOHNSON & SON, Brantford, Ont. (Johnson's Wax & CarNu) on April 3 renews to June 30 *Pierre Guerin* on CJB CBV CBF and CHLP, Mon., Wed., Fri., 10:45-11 a.m. Agency is Vickers & Benson, Montreal.

MAIER BREWING Co., Los Angeles, has appointed Dan B. Miner Co. to handle its advertising and is sponsoring wrestling matches on KMPC Beverly Hills, Cal.



Snuggle up with these facts, Sir—according to the most recent NBC Survey, more than 50% of the radio families in 35 North Dakota, Minnesota and South Dakota counties listen regularly to WDAY (nighttime). The daytime figure is of course larger. In many of the counties the figure is 96%, 97%, 98%. And in some, it's hard to find any listeners to other stations! Won't you send for the facts?

WDAY

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NATIONAL REPRESENTATIVES

WKBW

50,000 WATTS

1520 K. C.

Buffalo's Most Powerful Transmitter Plant

COLUMBIA

BUFFALO BROADCASTING CORPORATION

National Representatives: FREE & PETERS, INC.

★ THE BRIGHT SPOT of Eastern New York ★

SCHENECTADY WTRY TROY The Buying Triangle ALBANY

Only BLUE Network Station Covering this Area

So very many are "BEHOLDEN TO HOLDEN!"

Through this door pass some of the most contented advertisers in the world! Naturally! Ann Holden's program pulls in orders for their products in amazing quantity. Fortunately for you, there's still room in her half-hour Home Forum, with the lowest cost per thousand listeners of any Bay Area Woman's Program. Just another reason why the San Francisco radio picture *has* changed!

Call your Blue Spot Representative or write direct for details.

20TH ANNIVERSARY KGO
SAN FRANCISCO • OAKLAND
810 K. C. • 7500 WATTS
Blue Network Company, Inc.

WCAR

Influencing Sales
FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**

PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

Studio Notes

BASEBALL has again been sold for WING Dayton and WIZE Springfield, O., for the summer of 1944, it has been announced by Ronald B. Woodyard, vice-president of WING.

KYW Radio Workshop—Philadelphia Board of Education cooperative activities, begun last summer offers a new course in script writing. Gordon Hawkins, KYW program supervisor, is in charge.

WTIC-FM Hartford has announced a new schedule, effective Feb. 20, to increase the broadcasting time by two hours, which makes the daily operating hours from 2:58 to 11:17 p.m. The change in time schedule is accompanied by a change in programming, but WTIC-FM will continue to originate *Box at the Opera*, Sundays 7:30-8:00 p.m.; *Library of the Air*, Mon.-Fri. 4:45-5:00 p.m., and *Symphony Hour* daily 8-8:55 p.m.

CLAIMING to be the oldest program of its kind, *Labor News Review* on WTOP Washington marked its 500th weekly broadcast on Sunday, Feb. 20. During the past 10 years, more than 350 eminent guests have appeared on the series, including top Government officials and labor leaders. The program is directed by Albert N. Dennis, senior news editor for CBS Washington. For the past two years, the program has been released for use in England.

WESTINGHOUSE stations KDKA Pittsburgh, WBZ Boston and KYW Philadelphia will distribute new rate cards effective March 15 showing moderate increases on station breaks, announcements and cooperative programs, according to an announcement by B. A. McDonald, General Sales Manager, Westinghouse Radio Stations Inc. Base rates of KDKA and WBZ have been raised slightly and the *Musical Clock* rate of KYW is increased. On each station, certain time brackets have been changed to favor advertisers.

WHOM New York on Feb. 18 moved its equipment to a local Red Cross blood donor center and conducted an all day series of broadcasts in behalf of the Red Cross activities.

KBUR Burlington, Ia., planned and produced a stage presentation "Here We Are" to raise funds for the Spider Web, a local club organized to give high school students wholesome recreation facilities. Presentation was produced under the direction of Walter Stone, KBUR studio director.

FIVE languages were used by WHOM Jersey City, in urging people to donate more blood in an all day series of broadcasts from the New York American Red Cross center Feb. 18.

KNX Hollywood is aiding local Red Cross Blood Bank, by registering studio volunteer donors and assigning definite appointments for a four-hour period Feb. 28, when a Red Cross mobile unit will be in the KNX studio.

WBYN New York, formerly at 132 W. 43rd St., has moved to the Fox Theatre Building, 1 Nevins St., Brooklyn, N. Y.

IN COMPLIANCE with public demand, WINX Washington has returned its early *Morning Symphony Hour* to its original 55-minute format. Program was recently shortened to a half-hour to make room for another music program.

LINDA MARVIN'S *Housekeeping Made Easy* transcribed series is being distributed by Charles Michelson to 43 stations.

CBS in New York has organized an employes mixed chorus of 100 voices under the direction of Charles Touchette.

Photo by U. S. Army Signal Corps

WIRE RECORDER mike in the hands of Maj. Frank E. Pellegrin (right), catches the interviews of these men of the 34th Division, on their second anniversary overseas. Men included in the first combat division to leave the United States after declaration of war are (l to r): Lt. Col. Walter W. Wendt, Lt. Col. Ludwig Gittler, Sgt. Claude L. Brewer, and Corp. William Mooty. The wire recorder permits front-line recording.

WCOL Columbus, O., has contracted for the special AP radio news wire from Press Assn.

NEWSCASTS are being wired five times daily, seven days a week, by WEEI Boston to the Boston & Maine Railroad's North Station. Special custom-built amplifier has been set up in the main waiting room of the station. Local WEEI and network CBS news is presented.

WLIB Brooklyn has contracted for the special AP radio news report through the facilities of Press Assn.

STATE Teachers College of Valley City, N.D., has built a modern radio workshop on campus providing students with facilities to produce their own programs. A half-hour program originates from the college each week.

CKNX Wingham, Ont., on Feb. 8 and 9 broadcast for the farm audience of Western Ontario the proceedings of the Ontario Plowmans' Assn. annual meeting being held at Toronto. The CKNX special service feature was made possible through the cooperation of the Bell Telephone Co. of Canada. The independent outlet was the only station to carry the meeting.

"HEARTS In Cold Storage" was the subject of the first sermon in the *Handling Our Emotions* quarter hour series of programs to be delivered by Dr. Carl S. Winters from the First Baptist Church of Oak Park, Ill., Sunday, Feb. 20, WIND Chicago.

Serutan Adds

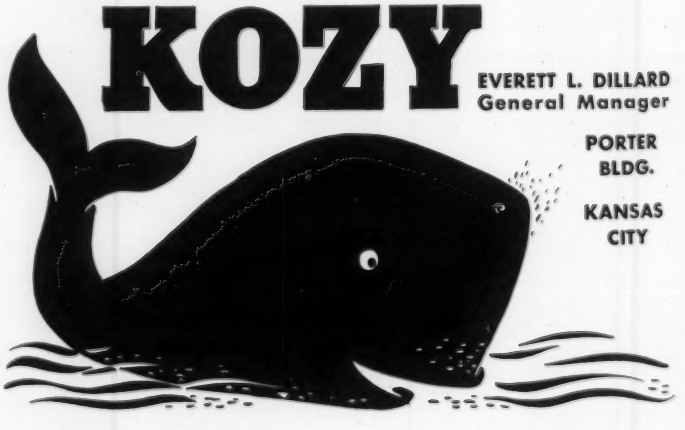
SERUTAN Co., Jersey City, has added WKBW Buffalo, WBAL Baltimore, KRLD Dallas, KTSA San Antonio and KTRH Houston to the list broadcasting five-weekly quarter-hour transcribed talks by Victor Lindlahr. List now totals 16 stations, all on 52-week contracts. Raymond Spector Co., New York, is the agency.

COMMANDO TOUGH
Military Sets Withstand Weather Extremes

MILITARY radio sets are now "commando tough" and possess the ability to withstand the rigors of the tropical sun or Arctic blasts, according to *Wartime Engineering*, an annual publication reporting on the technical contributions to the war effort by the engineering staffs of Westinghouse E. & M. Co.

Sets are now packed in dust-and-waterproof cases and go overboard into the surf with invading troops. The weight is an important factor in their manufacture, the magazine stated, as they are often flown to the front in planes where every ounce of extra weight is a military handicap.

FM in KANSAS CITY
KOZY
EVERETT L. DILLARD
General Manager
PORTER BLDG.
KANSAS CITY



Railroading Seen For Press Subsidy

Cannon May Call Up Measure When Time Is Propitious

WITH ELECTION coming up this year and opposition waning, the Cannon newspaper subsidy bill (HR-3693) directing the Treasury to spend 12½-15 million dollars annually for War Bond advertising in small newspapers, is expected to be pushed through the House, it was disclosed last week.

When the original measure, patterned after the Bankhead Bill (S-1457), which passed last session by a 5-vote margin in the Senate, was introduced last Nov. 18, and referred to the House Ways & Means Commitee, the Committee voted to table both the Bankhead and Cannon bills after considerable opposition was registered.

Without fanfare the Commitee on Feb. 9 reported out the Cannon measure, completely rewritten. It was committed to the Committee of the Whole House and placed on the Union calendar, which means it may be called up momentarily. According to Capitol Hill reports, Rep. Cannon (D-Mo.), the bill's sponsor, plans to call it up when opposition is least likely.

Wide Opposition

Despite protests of the NAB on behalf of radio that small stations also are suffering from lack of revenue, as claimed by small newspapers, both the Senate and House authors ignored broadcasting in the proposed bills. Opposition from the metropolitan press and various newspaper organizations also was registered. Both the Bankhead and Cannon bills were sponsored by the Newspaper Editorial Assn., comprising small newspapers.

The revised Cannon Bill directs the Treasury to place advertising in daily, weekly, semi-weekly and tri-weekly newspapers published in communities of 25,000 population or less and in weekly, semi-weekly and tri-weekly newspapers published in cities of more than 25,000, providing such publications held second-class mailing permits on Jan. 1, 1944.

The subsidy would be cut off six months after the war ends.

Noxon Placing

NOXON Inc., Ozone Park, N. Y., has appointed Rose-Martin, New York, to handle advertising for Noxon polish, now promoted on WEAF New York. Schedule of participations on women's programs in 10 areas in Ohio and Pennsylvania to start around the last of March, is under consideration.

NEW radiotelegraph service between the United States and "Somewhere in Southern Italy," has been opened by RCA Communications. Originally restricted to Government and press messages, service has been expanded to include messages to and from American troops and other official personnel in the Italian war area, the company announced last week.

Latest independent surveys place WMAQ programs far out in front. They show that the great majority of all listeners favor the top-flight NBC shows which distinguish this station—shows made possible by America's leading advertisers and agencies and the outstanding talent they have assembled.

This fact should be of vital significance to you if you are interested in reaching the Nation's Second Market—a market which has a potential listening audience of 2,855,700 families who spend over *three and a half billion* dollars a year. When you buy WMAQ time you are placing your radio advertising where it will do the *most good*. A "natural" for local or spot campaigns.

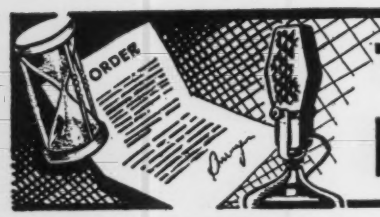
WMAQ
CHICAGO

They all tune to the **National Broadcasting Company**

It's a National Habit

America's No. 1 Network

A Service of Radio Corporation of America



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WAPI Birmingtom

B C Remedy Co., Durham, N. C. (B C Headache Powders), 6 *ne* and 15 *ta* weekly, 35 weeks, thru Harvey Massengale Co., Durham.
P. Duff & Sons, Pittsburgh (Duff's mixes), 13 *sa thru* W. Earl Bothwell Adv. Agency, Pittsburgh.
Lever Bros. Co., Cambridge (soap), *ta* weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.
North American Accident Insurance Co., Newark, 3 *sp*, 13 weeks, thru Franklin Bruck Adv. Corp., N. Y.
Sunway Vitamin Co., Chicago, 12 *sp* weekly, 13 weeks, thru Sorensen & Co, Chicago.
MacFadden Publications New York (*True Story*) 4 *ta* thru Raymon Spector Co., N. Y.
Ward Baking Co., New York (Tip Top Bread), 5 *ne* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
American Chicle Co., Long Island City (chewing gum), 7 *sa* weekly, 32 weeks, thru Badger, Browning & Hersey, N. Y.
Carter Products New York (proprietary), 7 *t* weekly, 52 weeks, thru Ted Bates Inc., N. Y.
National Toilet Co., Paris, Tenn. (Nadinola) 4 *sa* weekly, 48 weeks, thru Roche, Williams & Cunnyngham, Chicago.
Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap, Super Suds), 24 *ta* weekly, 52 weeks, thru Wm. Esty & Co., and Ted Bates Inc., N. Y.
Swift & Co, Chicago (Jewel Shortening), 5 *ta* weekly, 52 weeks, thru J. Walter Thompson Co., Chicago.

WENR Chicago

Morton Salt Co., Chicago, 5 *sa* weekly, 4 weeks, thru Kenyon & Eckhardt, Chicago.
Lever Brothers, Cambridge, Mass. (Lipton Tea), 2 *sa* weekly, 3 weeks, thru Young & Rubicam, N. Y.
L. B. Labs., Los Angeles (L. B. Hair Oil), 2 *sa* weekly, 13 weeks, thru Glasser-Gailey & Co., Los Angeles.
Esquire Inc., Chicago (*Coronet*), 9 *sa* weekly, 1 week, thru Schwimmer & Scott, Chicago.
Columbia Pictures, Hollywood ("None Shall Escape"), 8 *sa* weekly, 1 week, thru Weiss & Geller, Chicago.

WNEW New York

Admiracion Labs., Newark (shampoo), 3 *sp* weekly, 52 weeks, thru Charles Dallas Reach, Newark.
Fougera Distributed Prod., Philadelphia, 7 *sp* weekly, 47 weeks, thru J. M. Korn & Co., Philadelphia.
Anacin Co., Jersey City, 3 *sp* weekly, 52 weeks, thru Dancer-Fitzgerald-Sample, Chicago.
Lorr Labs. Paterson, N. J. (Duragloss Nail Polish), 3 *sp* weekly, 52 weeks, thru H. M. Kiesewetter, N. Y.
Lydia B. Pinkham Medicine Co. (Pinkham Tablets), 5 *t* weekly, 52 weeks, thru Erwin, Wasey & Co, N. Y.
American Safety Razor Corp., Brooklyn (Gem Blades), 52 *sa* weekly, 13 weeks, thru Federal Adv., N. Y.
Philip Morris & Co., New York (cigarettes), 52 *ta* weekly, 13 weeks, thru Biow Co., N. Y.
California Packing Corp., San Francisco (Del Monte Prod.), 6 *sp* weekly, 52 weeks, thru McCann-Erickson, San Francisco.
Piel Bros., Brooklyn (beer), 18 *ta* weekly, 39 weeks, thru Wm. Esty & Co., N. Y.
Manhattan Pontiac Corp., 13 *sa* weekly, 13 weeks, thru A. W. Lewin Co., N. Y.
Marlin Firearms Co. (Marlin Blades), *ta* weekly, 13 weeks, thru Craven & Hedrick, N. Y.
Paramount Pictures, Inc., 3 *sp* weekly, 13 weeks, thru Buchanan & Co., N. Y.
Litt-Chinitz (Men's Clothing) 25 *ta* weekly, 52 weeks, thru Bach, Bernstein & Associates, N. Y.

KYW Philadelphia

E. Fougera Co., New York (Don Juan lipstick), 6 *sp* weekly, for 46 weeks, thru J. M. Korn, Philadelphia.
Lever Bros., Cambridge, Mass. (Lipton's Tea), 11 *sa* weekly, for 3 weeks, thru Young & Rubicam N. Y.
Lever Bros., Cambridge, Mass. (Rinso), 1 *ta* weekly, for 3 weeks, thru Ruthrauff & Ryan N. Y.
Phillips Packing Co., Cambridge, Mass. (soup), 3 *sa* weekly, for 52 weeks, thru Aitken-Kynett, Philadelphia.
Hubinger Co., Keokuk, Ia. (starch),1 *sa* weekly, for 13 weeks, thru Ralph Moore, St. Louis.
H. J. Heinz Co., Pittsburgh, 5 *sa* weekly, 4 weeks, thru Maxon Inc., N. Y.

KECA Los Angeles

Daily Made Pet Food Mfg. Co., Los Angeles (dog food), weekly *sa*, 13 weeks, thru Pacific Adv. Service, Los Angeles.
All-State Insurance Co., Chicago (insurance), 5 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, Chicago.
North American Aviation Corp., Inglewood (employment), *sa*, *ta*, 52 weeks, thru BBDO, Los Angeles.

WKZO Kalamazoo-Grand Rapids

All-State Insurance Co., Chicago, 19 *sa* weekly, two weeks, thru Ruthrauff & Ryan, Chicago.
American School, Chicago, 1 *sp* weekly, tw weeks, thru Buchanan & Co., Chicago.
Carter Products New York (proprietary), 5 *ta* weekly, 52 weeks, thru Ted Bates Inc., N. Y.
Churngold Corp., Cincinnati (margarine), 15 *ta* weekly, 13 weeks, thru Midland Adv., Cincinnati.
Feminine Products, New York (Arrid), 7 *ta* weekly, 52 weeks, thru Small & Seiffer, N Y.
Dr. LeGear Medicine Co., St. Louis (animal remedies), 3 *ne* weekly, 9 weeks, thru Simmonds & Simmonds, Chicago.
Martin Rosenberger Wallpaper Co., Cincinnati, 5 *sa* weekly, 13 weeks, thru Haehnle Adv., Cincinnati.
Standard Oil Co. of Indiana, Chicago, 6 *ta* weekly, 26 weeks, thru McCann-Erickson, Chicago.

KFI Los Angeles

American Food Dehydration Co., Los Angeles (Copeland's chili & beans), 2 *sp* weekly, 13 weeks, thru Elwood J. Robinson Adv., Los Angeles.
North American Aviation Corp., Inglewood, Cal. (employment), *sa*, *ta*, 26 weeks thru BBDO Los Angeles.
Langendorf United Bakeries San Francisco (bakery products), 14 *sa*, 9 *sa*, weekly, 52 weeks, thru Pacific Coast Adv. San Francisco.

WFIL Philadelphia

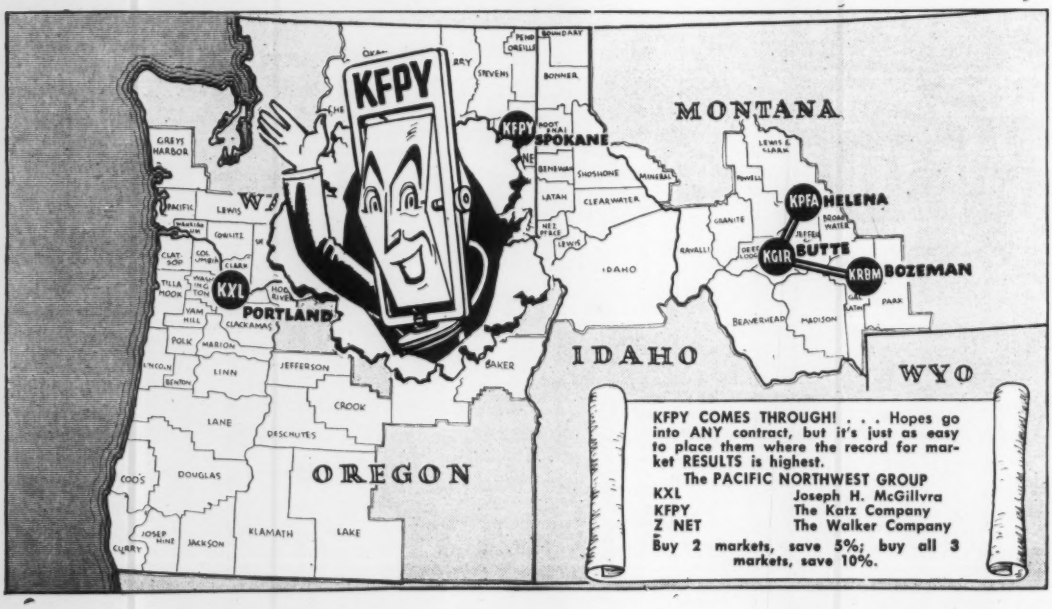
Philadelphia & Reading Coal Co., Philadelphia (coal), 6 *sa* weekly, thru McKee & Albright, Philadelphia.
Radio Electronic Institute, Philadelphia (instructions), 6 *sp* weekly thru H. M. Dittman, Philadelphia.
SKF Industries, Philadelphia (help wanted), 6 *sa* weekly, thru Geare-Marston, Philadelphia.

CFRB Toronto

F. H. Phunder Inc. Minneapolis (proprietary), *t* weekly, thru Sorenson & Co., Chicago.
Barker's Bread, Toronto, 6 *ne* weekly, thru Jack Murray Ltd., Toronto.
J. H. Stafford Industries, Toronto(soups), 5 *sa* weekly, thru E. W. Reynolds & Co., Toronto.

KPAS Pasadena, Cal.

American Food Dehydration Co., Los Angeles (Copeland's chili & beans), 2 *sp* weekly, 13 weeks, thru Elwood J. Robinson Adv., Los Angeles.
Foreman & Clark, Los Angeles (chain clothier), 59 *ta*, 4 weeks, thru Botsford, Constantine & Gardner, San Francisco.



Army Policy Bans Outpost Air Shows

Hope Drops Plan to Originate Outside Continental U. S.

PLANS of Pepsodent Co. to originate broadcasts of the weekly NBC *Bob Hope Show* from military bases outside the continental U. S. have been abandoned and Hope will tour military bases in southeastern U. S. He also plans to take four-day plane hops between broadcasts for personal appearances in Cuba, Puerto Rico, Nassau, Haiti, the Virgin Islands, Trinidad, Panama and Guatemala City.

War Dept. policy, enunciated at the outbreak of war, forbids the origination of regular commercial or sustaining broadcasts at posts outside the continental U. S. because of difficulties involved. Although many requests have been filed by sponsors to originate their respective programs overseas or at outposts in the Western Hemisphere, the War Dept. has rejected them.

Transportation Involved

It was pointed out that excessive transportation is a big problem. In most cases extra Army planes would have to be diverted from necessary military operations to transport entertainers and production equipment. Limitation of movement also is a factor, since radio facilities are not available at all outposts. By adopting a blanket policy against all regular broadcasts involving transportation and broadcast facilities the War Dept. escapes the possible accusation of discrimination, it was pointed out.

Both Hope and Jack Benny, while entertaining troops overseas, did special broadcasts from London and North Africa, the War Dept. explained. They used Army bands and those broadcasts did not involve special transportation.

The War Dept. welcomes and appreciates entertainment of troops overseas as well as within the U. S., a spokesman said, but when entertainers go outside the U. S. there is no assurance that definite schedules can be maintained. Thus the restriction.

Callahan's New Post

VINCENT F. CALLAHAN, former director of advertising, press and radio for the War Finance Division of the Treasury Dept., is currently directing promotion activities for the First National Labor-Management Production Exposition, sponsored by the WPB, and to be held in Washington Feb. 28 - Mar. 11. Included in the public presentation of many sorts of war products, to be supplemented with movies and other special exhibits, will be war materials produced by various radio manufacturers. Mr. Callahan was previously associated with NBC Washington and is ex-manager of WWL New Orleans and WBZ-WBZA Boston.

BEAMING WINNERS of the suggestion contest held by KTSM El Paso, Texas are Nellie Parsons, sales secretary, Jean Heininger, announcer, and Dean Seaman, engineer, who are receiving War Bond prizes from H. A. Walsh, (l) sales manager of the El Paso Electric Co. and Karl Wyler, KTSM manager. Scores of ideas were submitted, and many used.

Soil-Off Increases

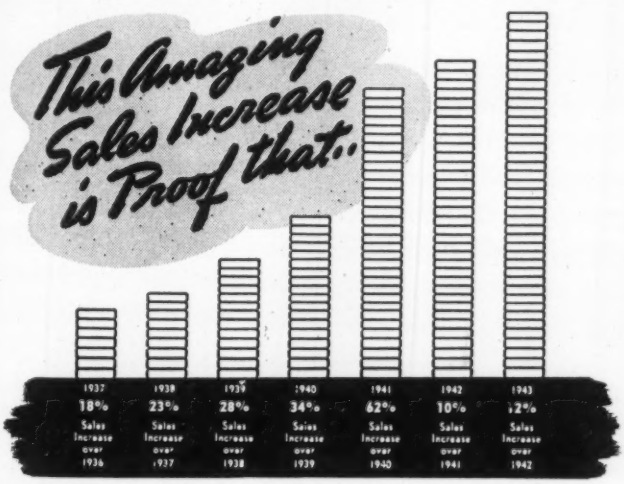
SOIL-OFF MFG. Co., Glendale, Cal. (liquid paint cleaner), with expansion of marketing plans in mid-February revised its radio advertising and under 52-week contracts is sponsoring newscasts on KUGA KFBC KOB KOA KVOR KFBB KDFN KFPY. In addition five-minute participation thrice-weekly is being used in *Women in the News* on 3 Z-Bar Network stations (KGIR KPFA KRBM) with spot announcements on KGVO KGHL KGHF KFXJ KPRO. Firm also sponsors Truman Bradley news on 9 CBS western stations, Tuesday, Thursday, Saturday, 5:45-5:55 p.m. (PWT). Agency is Buchanan & Co., Los Angeles.

Kasper-Gordon Discs

NATIONWIDE promotion on a new series of five-minute programs *Jerry & Sky, The Melody Men*, will begin shortly, according to Kasper-Gordon, Boston. Over 200 programs are being recorded and are being produced so that four may be used together if the sponsor desires a 15-minute program.

Launching Broadcast

LAUNCHING of *USS Pittsburgh* at Fore River Shipyards, Quincy, Mass., Feb. 22 was witnessed by Joseph E. Baudino, KDKA manager. Recording of ceremonies was made by WBZ Boston with broadcast by KDKA the following day.


This Amazing Sales Increase is Proof that..
1937 18% Sales Increase over 1936
1938 23% Sales Increase over 1937
1939 28% Sales Increase over 1938
1940 34% Sales Increase over 1939
1941 62% Sales Increase over 1940
1942 10% Sales Increase over 1941
1943 12% Sales Increase over 1942

WHOM DELIVERS "BETTER THAN AVERAGE RESULTS"

There is a large segment of the New York and North Jersey radio audience who look to WHOM for their daily radio fare. These millions of foreign and native born Americans buy huge quantities of goods and services. Year after year, they listen to WHOM for *just what they want to hear*, and loyally support the sponsors. *For Better Than Average Results* for your radio dollars, call or write.

1480 Kilocycles — Full Time Operation

WHOM

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

Sound Effects Wage Hike Is Granted WGN by WLB

REVERSING its decision of April 27, 1943, the National War Labor Board has notified the American Federation of Radio Artists that it has approved 10% salary increases for sound effects technicians at WGN Chicago, retroactive to Dec. 15, 1942. Board's refusal to approve these increases last spring when other increases were approved [BROADCASTING, May 10, 1943] was based on the premise that the sound effects men had received increases of more than 15% since Jan. 1, 1941, which would prohibit further increases under the little steel formula.

Board's letter to AFRA, dated Feb. 17, 1944, states that since these other increases had been made in 1940 prior to the inception of the little steel formula, they should not prevent the further increase, which is now approved.

AFRA's application to the board for reconsideration of its original ruling was not opposed by WGN, which had previously agreed with the union to the increase.

AFRA last week announced the renewal of all its contracts with St. Louis stations, including $5 weekly increase for all staff announcers.

CBC Plans Net Support For Red Cross Drive

SUPPORT for the forthcoming Canadian Red Cross Drive to raise $10,000,000 has been arranged by the Canadian Broadcasting Corp. through network programs describing the numerous functions and wartime services of the Red Cross.

Feb. 20 broadcast told the story of the use of blood plasma in the front lines; coming programs will consist of short dramatizations of true stories of the work of the Canadian Red Cross. Some will depict the work done for prisoners of war, post-war reconstruction in the many devastated areas as well as personal observations of workers who have operated under fire in Italy and other war theatres.

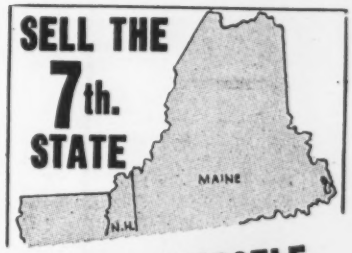
Clothier on 19

FOREMAN & CLARK, Los Angeles (chain clothiers), in a five-week pre-Easter campaign which ends March 25 is using from one to five transcribed announcements daily on 19 stations. List includes WHB KMBC KCKN KECA KMPC KRKD KPAS KIEV KIRO KOMO KJR KXA KFOX KFBK KFMB KFSD KJBS KGO KYA. Firm also has renewed for 52 weeks its daily quarter-hour early morning newscasts on KGO KJR KFI WHB. Agency is Botsford, Constantine & Gardner, Los Angeles.

Press Assn. Adds

PRESS ASSN., radio subsidiary of AP, has opened a regional news bureau in Oklahoma City, its 19th in the country, and has added three radio clients, Oliver Gramling, assistant general manager, announced. New stations adding service are: KWBU Corpus Christi, which installed the wire in its Baylor U. studios in Waco; KEYS Corpus Christi, and WMVA Martinsville, Va.

SELL THE 7th. STATE



* **CUT YOURSELF ⅓ of NEW ENGLAND**

with STATION **WLAW**

LAWRENCE, MASS. 680 K.C.

STOVIN & WRIGHT

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG

TORONTO

Dear Time Buyer —

There's not room here to tell our full story, but if you're looking for more listeners in the southwest, KROD can really deliver them. Please let us give you complete information. Write or call us or our national representatives

HOWARD H. WILSON CO.

KROD

CBS 600 KC 1000 Watts

EL PASO, TEXAS

Dorrance Roderick, *Owner* Val Lawrence, *Manager*

Don't dig so hard for sales when they come so easy in Albany!

WGPC

ALBANY, GA.

CBS

REPRESENTED BY SPOT SALES

KEEP UP
WITH THE
SHIFTING MARKETS
WITH
RADIO

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

The TEXAS RANGERS *now*

Selling
Barbecue Pits
on
KOIN
— Portland, Ore.

...also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

OWI PACKET, WEEK MARCH 20

Check the list below to find the war message announcements you will broadcast during the week beginning March 20. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	STATION ANNOUNCEMENTS					NAT. SPOT PLAN	
	NETWORK PLAN	Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	Live	Trans.
Red Cross	X	X	X	X	X	--	--
Victory Gardens	--	X	X	--	--	--	--
Save Gasoline	--	--	--	X	X	--	--
Home Front Pledge	X	--	--	--	--	X	--
Fight Waste	--	--	--	--	--	--	X
Save Paper	X	--	X	--	X	--	--

See OWI Schedule of War Messages 100 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Fourth Week of Red Cross Fund, Drive For Victory Gardens on OWI's Packet

THE CAMPAIGN for the 1944 Red Cross War Fund enters its fourth week on the OWI Domestic Radio Bureau packet for the week beginning March 20, with messages scheduled on both the Network and Station Announcement Allocation plans. The drive, which seeks to raise a minimum of $200,000,000, will impress upon listeners the vast scope of the organization's activities, stressing the importance of lesser known operations.

The 1944 Victory Garden campaign, which began March 13, continues for a second week, with transcribed messages scheduled through the Station Announcement plan on the "KW' group of stations. Announcements carry an appeal for 22,000,000 gardens, a 10% increase over last year, with emphasis on bigger and better gardens to produce most vitally needed foods. Sponsorship possibilities include hardware stores, nurseries, seed dealers, department stores, five and ten-cent stores, bookshops, and other dealers selling gardening supplies, fertilizers, insecticides, etc.

Gasoline Back

Two other subjects, scheduled on the Station Announcement plan, are included in the packet. Save Paper, also allocated to Network programs, emphasizes the continued urgency for salvaging every type and kind of waste paper and selling it or donating it to a local charity or salvage committee. Sponsors for the announcements may be found among grocers and supermarkets, waste paper dealers, department stores, laundries, and local industries requiring paper for packing.

Save Gasoline returns to the packet after a month's absence, with messages scheduled on the "OI" group of stations. The extreme importance of conserving gasoline as war requirements increase is urged in the appeals. Sponsorship for the announcements may be found among service stations, transportation companies, supermarkets, shopping centers and other stores which promote group marketing by their customers to save fuel.

Other subjects on the schedule are Home Front Pledge and Fight Waste. The former, assigned through Network and National Spot allocations, urges adherence to ceiling prices and ration regulations and emphasizes the effect of higher prices on people with fixed incomes, especially the dependents of more than 3,000,000 soldiers and sailors receiving allotment checks. The latter, assigned through National Spot, carries an appeal to buy only what is needed, conserve, share and salvage.

Video Discussion

DR. ALERED N. GOLDSMITH, consulting radio engineer and chairman of Panel 1 of the Radio Technical Planning Board, dealing with the overall problem of spectrum utilization, will discuss "What Channels Should Be Given to Television" at the February luncheon meeting of the Television Press Club, to be held Feb. 29 at the Blue Ribbon Restaurant, New York.

ROBINSON PRESENTS A RADIO RECKONER

A NEW service for radio timebuyers, Robinson's Radio Reckoner, has been introduced by Cecile L. Robinson, former timebuyer at William Esty & Co., New York. Designed to do for timebuying what the milline did for spacebuying, the reckoner consists of a set of tables combining station coverage, rates, discounts and ratings to give "the number of radio homes per dollar for spots at any possible rating, in every rate-bracket, for every discount," Miss Robinson explained.

Taking a mythical station, KRUM, as an example of how the tables were prepared, she continued. "KRUM claims a primary audience coverage of 100,000 homes. So if you reach 1% of KRUM's audience you reach 1,000 radio homes—for each additional 0.1 per cent of audience you reach another 100 radio homes. A certain spot on KRUM costs $10. Divide the audience by $10 and you find that if the rating is 1 you get 100 radio homes per dollar. And, for every 0.1% more audience you get 10 more radio homes per dollar."

First volume of tables published last week, deals with one-minute announcements. Next volume, now in preparation, will treat 15-second spots. Robinson's Radio Reckoner has opened headquarters at 19 W. 44th St., New York. Telephone: Murray Hill 2-4257.

RCA N. Y. Studio

LEONARD JOY, musical director of popular record repertoire for RCA Victor, is in charge of recording studio operations at the company's New York studios at 155 E. 24 St., New York, according to J. W. Murray, general manager of RCA Victor record activities, describing the New York organization following transfer of some personnel from Camden. Others in New York include: Herbert Handler, manager of popular record artists relations; Frank Walker, in charge of development of hillbilly and race records; Dixon Gayer, New York publicity representative. RCA Victor also recently opened offices and reception rooms for artists and their managers in Room 1444, RCA Bldg., New York.

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is *The Beeline*

Robert A. STREET National Sales Manager
Paul H. RAYMER CO. National Representatives

McClatchy Broadcasting Company
Sacramento, California

PHONE SURCHARGE VIOLATORS SUED

SUIT to prohibit collection of surcharges or service charges on foreign and interstate long distance phone calls was filed last week against 33 New York hotels, the American Telegraph & Telephone Co. and the New York Telephone Co. by the Dept. of Justice at the request of the FCC. This followed the Feb. 19 suit filed against 27 hotels and telephone companies in the District of Columbia.

Complaint alleges that hotels are illegally collecting such additional charges, $1,700,000 each year, from the public in violation of tariffs of the telephone companies now on file with the FCC prohibiting their collection.

Decision issued by the FCC Dec. 10, 1943 stated that surcharges on long distance phone calls at hotels, apartment houses, and clubs in the District of Columbia came under its jurisdiction. Following this decision all Bell System companies in the U. S. filed tariffs with the FCC prohibiting the collection of such charges after Feb. 15 and an FCC public notice of Feb. 16 made collection of these surcharges a violation of the law.

Publicity Merger

MERGER of two publicity firms prominent in radio—Earle Ferris and Constance Hope Associates—was announced last week. Clients and facilities will be combined and negotiations for a corporate name are under way, but both concerns will maintain their separate offices in New York and Hollywood. Plan calls for a division of responsibilities, with each firm handling certain specific operations. There will be no change in personnel. Change went into effect Feb. 18.

Film Shows Music Aid

FILM portraying the uses and accomplishments of industrial music, titled "Manpower, Music and Morale" and made in the Botany Worsted Mills, Passaic, N. J., where an RCA plant broadcasting system is in operation, was previewed by Army, Navy and other Government officials and by industrial and labor leaders at a luncheon at the Waldorf-Astoria, New York, Feb. 26.

'Maountain Music'

CULTURE works in mysterious ways its message to impart. A fortnight ago the mournful twang of "maountain music" wailed through the staid old halls of the St. Louis City Art Museum when *Cousin Emmy and Her Kinfolks* broadcast the KMOX program from there. Cousin Emmy warbled her ballads to "illustrate" the lecture given by Prof. Robert M. Schmitz of Washington U. English Dept. Heard on KMOX every morning at 5:25, and at 8:15 Sundays. Emmy, an authentic product of the hills of Kentucky, plays 14 backwoods instruments, and is "right proud of her talent".

It is an admitted historical fact that

WASHINGTON CROSSED THE DELAWARE

. . . but it is just plain medicine show hokum when any other station CLAIMS TO BE THE FAVORITE in

MILES CITY, MONTANA

There is only one favorite day and night time radio outlet in Miles City, and it is

KRJF

Recently a North Dakota station advertised the results of an alleged cross section survey by one Commercial Service Company purporting to show said North Dakota station as the prime favorite in this market.

WHEN WE ALL GOT THROUGH LAUGHING

over this alleged survey, we pulled out our case records and produced the following facts:

KRJF DAY TIME COVERAGE:

85 percent cannot get outside reception
83 percent are constant KRJF listeners

KRJF NIGHT TIME COVERAGE:

50 percent cannot get outside reception
42 percent are constant KRJF listeners

Being a non-network station, we naturally were interested in knowing how the 15% of daytime listeners and the 50% of night time listeners who could get outside reception, divided their reception time between the networks. We found out that:

NBC got 93% of the 15% daytime listeners and 91% of the 50% night time listeners

CBS got 00% of the 15% daytime listeners and 3% of the night time listeners

Mutual got 7% of the 15% daytime listeners and 6% of the 50% night time listeners

YOU CAN'T SELL THE MILES CITY, MONTANA MARKET WITH HOKUM–

It's a nice market, "out where the West Begins", where we raise plenty of cattle, sheep, sugar beets, wheat, alfalfa seed; a market served by two transcontinental lines of railroads, with the largest division shops and terminal facilities on the Milwaukee railroad between St. Paul and Spokane. It can be sold by using

KRJF, MILES CITY, MONTANA

P. S. We used to have one of those Commercial Service Companies in Miles City. It made surveys, too—but of why you didn't pay your past due bills. It was a credit organization—not a cross-cut radio surveyor.

"NO, MR. CROSBY. WE USE THE KIND OF PLUGS THAT GET ATLANTA FOLKS TO TUNE TO WAGA"

DISTINGUISHED SERVICE in promoting good will among Americans of all faiths brought to WHP Harrisburg, Pa., CBS affiliate, the radio award of the National Conference of Christians and Jews as the outstanding individual radio station in 1943. Awards were made at a luncheon Feb. 21 at the Yale Club, New York attended by (l to r): A. K. Redmond, WHP general manager; Dr. George N. Shuster, president of Hunter College, who delivered the citations; Mari Yanofsky, WHP script writer for many of the station's good will programs; and Dick Redmond, WHP war activities director.

NCCJ Confers Awards to Industry For Broadcast Programs on Tolerance

By HELEN HOUSE

NATIONAL Conference of Christians and Jews formally conferred five awards on the radio industry for helping to create greater tolerance and understanding among Americans of all faiths, at a luncheon at the Yale Club in New York last Monday, Feb. 22 as part of Brotherhood Week. Dr. George N. Schuster, educator, who presided, said the winning programs had shown "the same kindliness, the same courtesy," and the same desire to build good-will, which were the objectives of the NCCJ. Present were the script writers, producers and directors, as well as agency, advertiser, and network executives who had a part in the presentation of the winning broadcasts.

Everett R. Clinchy, NCCJ president, who was unable to attend because of illness, said in a statement read at the luncheon: "The restraints and decencies so necessary in a democratic society are vastly strengthened by the content of broadcasts." Those selected for citation were "conspicuous examples of radio's contribution to civilized living. . . ." Representing the NCCJ was Robert A. Ashworth, director of Brotherhood Week.

Carl Van Doren, author, who conducts *The American Scriptures* intermission feature of The N. Y. Philharmonic Symphony-CBS broadcasts, accepted the citation for the outstanding program series in 1943. Mr. Van Doren's talks, the citation read, "depict dramatically . . . the struggle of generations of patriotic men and women to establish and sustain the American principles of equality, of opportunity and fair play . . ." The broadcasts are sponsored by U. S. Rubber Co. Agency is Campbell-Ewald Inc., New York.

Citation for the Sept. 7 broadcast of *Salute to Youth*, former NBC series sponsored by Goodyear Tire & Rubber Co., was received by Dr. Max Jordan, NBC director of religious broadcasts. A dramatization of the work of army chaplains in Tunisia, the program "paid tribute to the devoted chaplains of all creeds who inspire and strengthen our fighting men and women," according to the citation. Arthur Kudner Inc., New York, handles the Goodyear account.

Theodore Streibert, Mutual executive vice-president, received the award for Mutual's *Minute of Prayer*, a daily feature which "has brought to the American people prayers of clergyman of all religious groups."

Selected as the outstanding individual station, WHP Inc., Harrisburg, Pa. ". . . performed outstanding public service in dramatizing for its listeners the story of America's unity in diversity, the heritage of American equality and fair play . . ." the citation read, making special mention of Dick Redmond, war activities director, and Marie Yanofksy, script writer, both of whom were present, for production of *American in Action*, *The Blood of Patriots* and *What Is This America?* The award was accepted by A. K. Redmond, general manager.

In the absence of Dr. Walter W. Van Kirk, the citation for his *Religious News Reporting* on NBC was accepted by Samuel McCrea Cavert, general secretary of the Federal Council of the Churches of Christ of America. Dr. Van Kirk was personally cited for having "interpreted to a wide audience the fundamental Judeo-Christian principles on which our American civilization is built."

Guests, many of whom were personally commended, included: J. K. Hough, director of advertising, Goodyear Tire & Rubber Co.; E. J. Owens, vice-president, and Myron Kirk, radio director, Arthur Kudner Inc.; Tex Weiner, script writer of *Salute to Youth;* Everett C. Parker, NBC public service department; and Allan Kalmus, NBC press. Representing Mutual were: Elsie Dick, religious director; Adolph Opfinger, program director; Julius Seebach, WOR program director; and Christopher Cross, press.

CBS was represented by Paul M. Hollister, vice-president in charge of advertising and sales promotion; William C. Gittinger, vice-president in charge of sales; Arthur Perles, assistant director and Morris Hastings, press information. Present were Earl McGill, director and William King, producer of *American Scriptures*. From Campbell-Ewald, New York, were Richard Hackenger, Willis Blodgett and Marie McConaughy. T. H. Young, director of advertising of U. S. Rubber Co., was represented by Harold Rosenberg, assistant chief of the special assignment division of the domestic branch.

"Brotherhood Week," a project of NCCJ, was celebrated on some 30 network programs, many of which were rebroadcast overseas, along with special background stories, and the text of President Roosevelt's proclamation.

Southern California's Fastest Growing Radio Station

KWKW 1000 WATTS PASADENA

HOWARD L. TULLIS, General Manager

Fetzer Named

(Continued from page 9)

ington of C. E. Arney Jr., secretary-treasurer and temporary managing director, however, resulted in Mr. Miller's decision to remain until March 1. He has not revealed his future plans.

While Mr. Fetzer serves in Washington, John W. O'Harrow, general sales manager, will direct the operations of the Kalamazoo-Grand Rapids station. WKZO maintains offices and studios in both cities.

A Versatile Executive

John Earl Fetzer has served in virtually every radio capacity—engineer, announcer, program director, sales manager, and general manager. Born in Decatur, Ind., March 25, 1901, he took his undergraduate work at Purdue and Emmanuel College and was a graduate student at the University of Michigan. He attended the Hoover radio conferences in the early 20's, when the pattern was set for standard broadcast allocations.

In 1925, at 24, John did research in Europe, covering the radio field in England, Holland, Germany, Switzerland and France. His studies of the economic, social and engineering aspects of European radio contributed in a measure to the early development of American radio.

WKZO had its beginnings during World War I, as an amateur station operated by the 6 foot 2 youth. It wasn't until 1931 that the station was established. Two years ago he participated in the establishment of KXEL, at Waterloo, and owns approximately 25% of the station's preferred stock and about 12% of its common stock.

Serves On Committees

Mr. Fetzer incorporated his policies of station operation in a 72-page treatise entitled "Standards of Practice" covering all phases of business administration, programming, copy writing, news, and engineering.

Mr. Fetzer, in addition to his stewardship on the NAB board, is chairman of its War Committee. He is also a radio consultant to OWI and is national Councillor to the U. S. Chamber of Commerce and a former president of the Kalamazoo Chamber of Commerce. He is a member of the Institute of Radio Engineers and the American Institute of Electrical Engineering.

The Fetzer family goes back to one, Joachim Fetzer, who came to America from Bavaria about 1760 and fought under Washington at Valley Forge and Yorktown.

John Fetzer played basketball at school and is still keenly interested in all athletics. His wife, the former Rhea Yeager, whom he married in 1926, plans to move to Washington with him. They have no children.

PROFITS OF RCA INCREASE IN YEAR

RCA PRODUCTION of radio, sound and electronic equipment for the armed forces increased in 1943 more than 100% over 1942, according to its annual report.

Net profit of RCA in 1943 was $10,192,452, compared with $9,002,437 in 1942. After payment of preferred dividends, earnings per share of common stock were 50.5 cents. Total gross income from all sources amounted to $294,535,362, compared with $197,024,056 in 1942, an increase of $97,511,306. Operations for 1943, compared with 1942, show an increase in gross income of 49%, net 13%.

Year was marked by "a substantial increase in the number of commercial sponsors and advertising agencies using the NBC network," the report states, adding "the average number of stations used per-program also increased." Of the network's total program hours, 46% were commercial and 54 sustaining%.

Retailers' Guide

RETAILERS problems and queries relating to radio and radio advertising have been openly presented and answered in a "Handbook For Success in Retail Radio Advertising" written by Frank Parke Wright, of the Oakland and San Francisco agency bearing his name. Handbook was distributed by the San Francisco and Oakland Broadcasters' Retail Committee at the January "command performance" repeat showing of the NAB's "Air Force and the Retailer" presentation. Reasons for traditional retail "no sale" defenses are explained and their remedies presented in the handbook along with suggestions of programs suited to retail advertising and numerous case histories.

Ellis Succeeds Kudner

JAMES H. S. ELLIS, executive vice-president of Arthur Kudner Inc., last week was elected president to fill the vacancy caused by the death of the firm's founder, Arthur H. Kudner (see story page 46). Mr. Ellis is well-known to advertising, having entered the business in 1915, and was associated with Mr. Kudner for 15 years as copy chief of Erwin, Wasey & Co. before becoming vice-president in charge of copy when Arthur Kudner Inc. was formed in 1935. In 1942 Mr. Ellis became executive vice-president of Kudner agency.

Sylvania E Awards

ARMY-NAVY "E" Awards are to be presented to three plants of the Sylvania Electric Products March 1. Cast of *Duffy's*, sponsored by Bristol-Myers Co. for Minit-Rub on the Blue on Tuesdays, will entertain at the banquet climaxing the convention of the Associated Chain Drug Stores, at the Waldorf-Astoria, New York, March 15.

MEET GIUSEPPE MERINO

• Giuseppe is a metal worker, engaged in war work. The pay envelope he brings home every week has $105 hard earned dollars in it.

Giuseppe has an important stake in America. In the window of his small home there are three stars.

After a hard day's work, a good supper under his belt, Giuseppe relaxes and listens to the Italian programs on WBNX. Maria, his wife, listens too. They both enjoy music and the news in Italian, the language they know best.

Yes, in the WBNX service area there are 1,554,000 Giuseppe Merinos. *There are more Italians in the New York market than the total population of Pittsburgh or Baltimore or Boston.* Let us show you how you can penetrate this major market at amazingly low cost. Wire, write or phone WBNX, Melrose 5-0333, New York 51, N. Y.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

Lingo

—a name to remember when the war is forgotten

★

VERTICAL TUBULAR STEEL RADIATORS

★

PATENTED FM TURNSTILE RADIATORS

★

We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.

★

JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY

Wanted—Industry Wide Association

(*Continued from page 11*)

ler and Brinkley should have been taken off the air.

Broadcasters also will be amazed to learn that a system of fines to be imposed by the FCC was advocated by broadcaster spokesmen—and yet—these same spokesmen never raised the question before the Committee of why the FCC pursued its doubtfully legal policy of using a system of granting "temporary-licenses" as a penal instrument designed to make licenses conform to some particular idea.

Fines and Penalties

Unquestionably, this "temporary-license" policy has been the major cause for the much advertised FEAR of the regulatory agency by the broadcasters. It may well be asked why this point was not raised by broadcaster representatives. Could it be because no one appeared before Congress with "clean hands" and could say he was representing independent broadcasters. Certainly NAB couldn't afford to speak loudly after a breakdown of its income became public.

The networks are opposed to permitting independent broadcasters to organize as a free group which will honestly represent independent stations because they are afraid of what we may do without their ever-present "advice" and pressure. After all, most broadcasters get together only once or twice a year in a district or a national meeting. Most of them get to Washington only once a year or possibly only at the time of a hearing. What then, say the networks, can the individual broadcaster know or do for the "good of the industry"?

After all, whose business is this radio industry? Let us nail this down once and for all. Who speaks for the radio industry in America—the licensees of 900 broadcast stations, small and large,—or the licensees of a half-dozen stations who also operate a network? Why, if we take the spokesmen of the networks at their word at the Senate hearings, the networks are actually not in the broadcast business!

Their spokesmen contend they are "program producing organizations", they are a business like a grocery store or a gasoline station, selling service. They complained bitterly because such businesses are not licensed and that they have to be, because they happen to run a few stations. Why, they argued, we run these stations only incidentally; these stations are necessary only because we have to have some place to originate programs. Does this sound fantastic? Well, then, read the testimony of the network spokesmen.

And yet these are the people who insist on speaking for the "industry". By whose permission? Who gave them authority? Isn't it clear that the present situation is unhealthy and dishonest? Isn't it clear that we now have a situation where the tail is wagging the dog—where a couple "program producing" organizations, to use their own definition, are attempting to speak for 900 independently owned stations about whose problems, policies, and listeners they know little and care less?

Capitol Lobby?

Who is it that placates the local listener when a popular serial program is abruptly discontinued in a particular area?

Who is it that soothes "irate" sport fans who have been glued to a radio for 30 minutes listening to a boxing match and then are suddenly cut off and shifted to another program because of "prior commitments"?

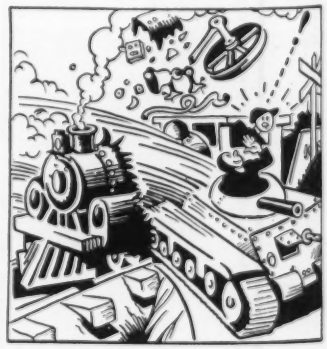
Who is it that sends out the alarm and asks for volunteers to fight a forest fire, or a cricket invasion, or asks for help to aid in any community disaster? Who is it that furnishes the local weather reports and local time signals? Who is it that is interested in the local School Board election—the community's social, economic and political problems?

Isn't it clear that local problems cannot be understood and handled by men 1,000, 2,000 or 3,000 miles away? Milwaukee, Peoria or Butte can neither be served nor "built up" from New York, Washington, or Hollywood.

Most broadcasters know Frank Russell who is vice-president in charge of NBC in Washington. They also know Earl Gammons, formerly of WCCO, who took over Harry Butcher's Washington position for CBS. These men might deny it—but deny or not—they are, in my opinion, exceedingly expert lobbyists for their companies in the Nation's Capitol. So expert are they, in fact, that no group of broadcasters could suggest legislation which might be against the interest of their companies which these two men could not kill or have altered to an extent that all the "sting" would be removed.

And by the same token, neither should these men be able to suggest any legislation for their principals that might be detrimental to the interests of independent broadcasters (such as a network being allowed to own all of its outlets—and don't think it hasn't been talked about) without there being on the job another man, as astute as they, but representing independent stations who should

REUNION in Bougainville takes place as two former members of WNAC Boston meet in jungle invasion headquarters. Sgt. Gordon D. (Red) Marston (l), Marine Corps combat correspondent, was dugout host to Navy Lt. Francis W. (Pete) Tully, who was Washington correspondent for Yankee Network. Marston handled Lt. Tulley's copy on the Yankee news desk.



"WFDF said he was driving one of those tanks made in Flint."

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER FOR NOVEMBER & DECEMBER, 1943

what better proof of an audience can you ask for?

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A 13.2	WGRC 27.7	B 32.7	C 25.8
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A 27.1	WGRC 30.6	B 24.5	C 15.9
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A 41.8	WGRC 13.7	B 34.4	C 8.6

WGRC Mutual

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH • *National Representatives*

be able to take the "sting" out of their suggestions.

Think how this check and balance system would bring to the broadcasters a guarantee against concealed aggression from within which has ever been our nemesis. Think also of the strength we would have as a whole industry when we, as duly organized and recognized independent stations, joined with an organization of national networks and their owned and operated stations to support some special law or proposed Commission order that would work to our mutual advantage and consequently the welfare of our listeners.

Separate Interests

I mention networks and their M&O stations? Yes, I am certain their interests are distinct and separate from those of independently owned stations. Neither Mr. Gammons nor Mr. Russell will assert that they vote either in a NAB Convention or as a Board member with the welfare only of the Washington station they represent in mind. In fact Mr. Russell, if the vote were an important one, would have to look even beyond NBC and find out what might be the overall interests and policies of RCA, with its myriad of subsidiaries.

This is one of our very vital problems of the moment. I am certain the networks are well able to take care of their own interests in Washington through their present representatives. I would like to see them organize an association of all networks and their M&O stations with which our association of independent stations could collaborate from time to time. There are many problems that must have our combined thoughts and efforts; there are likewise many problems which can be better thought out, argued and voted upon without the presence of individuals from M&O stations.

Industry Welfare

These are individuals who must lay aside their thoughts as individual station managers and think instead as those who are concerned with the welfare of a recording or a transcription company, or as a licensee holder of many shortwave stations, or as a manufacturer and therefore a holder or negotiator of millions of dollars in government contracts. These are the kind of individuals who, for example, after an exhaustive hearing on a bill would suggest that it might be wise to forget all about such a bill because "the 'industry' wouldn't go for it."

I am fully convinced that the independent stations should maintain their own association and also should hire someone as competent as a Russell or a Gammons to head its Washington office. This representation should be exclusively for the independent stations—for US and not with the interests of a network or a great manufacturing or communications company always in the background.

Or Else

Don't you see that when Russell or Gammons go in and talk about NBC, RCAC, RCA, Victor, Columbia, CBS, NAB, BMI, or any other combination of the alphabet that everything they talk about is immediately interpreted as being connected with network ownership and it can't be otherwise? What independents must do is to take the three little letters "NAB" out of the networks' *repertoire*. And we must do it now because the broadcasters are probably not going to be given more than just one more chance at self regulation. If we can't cure some of the ills and alleviate some of the criticism that is now prevalent, it may be Government ownership in the not too distant future.

What can we do for the benefit of ourselves? How can we raise enough money to support an NAB without the networks? Representation in Washington is of primary importance to us. But we need not carry on alone all the work of the present NAB. Many functions can be usefully and properly collaborated between our independent organization and a networks' organization and funds can be supplied jointly for that work. NAB used to operate on much less than the $350,000 budget of today; under wise and competent management it will not be difficult to do so again. Moreover the industry will have better standing if it is not running an expensive Washington corporation lobby.

Of course, many station owners are going to have to take a great deal more interest in their public responsibility. We, as an independent group of broadcasters must see that the standards of all broadcasts, local and national, be raised above the reproach of any one.

Runyon Elevated

JACK RUNYON has been elevated to assistant director of the Coordinator of Inter-American Affairs, Radio Division, and will continue to be headquartered in Hollywood. He joined CIAA approximately two years ago as Pacific Coast radio director. John Ogilvie is national director of the radio division.

'MANAGER' Is Defined by a Fellow Who Is One

DEFINITION of a radio station manager may be either problematical or axiomatic, but whichever it is (or both), Pat Buford, manager of KHBG Okmulgee, Okla., may be quoted as classifying said manager according to the following:

"He must be the chief air raid warden, take care of the War Loan Drive, attend all of the PTA meetings, and stay in his office to receive all visitors. . . . He should also get around to see all of his friends and accounts each day, particularly his board of directors, just to let them know that he is still interested in them.

"He must be a man's man, a lady's man, a good father, a plutocrat, a Democrat, a Republican . . . a New Dealer, an old dealer, and a fast dealer. . . . He must be an expert on the OPA, WPB, SWPC, Internal Revenue, Withholding Taxes, OAB, and still remember the NRA. . . . He must belong to all the clubs and do a great deal of entertaining . . . pay his bills and never appear to be tight or a spendthrift. . . . He must always stay in the lead but always stay in the background, and know that radio is news while a newspaper is history."

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

KXYZ
NOW 5,000 WATTS
1320 KC BLUE NETWORK
HOUSTON, TEXAS
• represented by the Branham Company

POPULAR
with network and national spot advertisers
POPULAR
with LISTENERS, too!

● Rates surprisingly low . . . programs with high Hooper ratings . . . a few choice remaining network and spot availabilities—these are some of the reasons why KXYZ is the Number One Radio Buy in the South's Number One Market. To lay your radio advertising barrage most effectively in Houston, select the station selected by most Houstonians—KXYZ. Call a Branham representative today . . . and learn how popular KXYZ is with network and national spot advertisers, and with listeners, too!

BUY BOTH! KXYZ AND KRIS, CORPUS CHRISTI — A MONEY-SAVING COMBINATION

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

"ORDERING 104 MORE SHOWS"
advises Fred Cannon—ALL-CANADA RADIO LTD.
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

Way Is Reelected 12th District Head

Discontinuance of Cow-Catcher And Hitch-Hikes Is Praised

WILLIAM B. WAY, vice-president and general manager of KVOO Tulsa, was unanimously reelected as NAB director for the 12th district, comprising Kansas and Oklahoma, at the annual district meeting last Monday in Tulsa. Mr. Way was the sole nominee.

Mr. Way

Resolutions adopted at the one-day conference, attended by 55 broadcasters and radio representatives, commended broadcasters who had taken steps to discontinue "cow-catcher" and "hitch-hike" announcements — a move inaugurated last year by Mr. Way.

Following the patern of previous district meetings, the 12th district urged an even stronger and more competitive BMI through investment of funds otherwise applied to reduction of fees. The Cannon-Mills bill was condemned and opposition was voiced to Government buying of either time or space for promotion of the war effort. The broadcasters also commended NBC Thesaurus, Columbia Recording Corp. and RCA Recording Co. for their refusal to accede to the demands of James C. Petrillo, in the recording fight.

After hearing a review of the current problems confronting radio from C. E. Arney Jr., secretary-treasurer and temporary managing director, as well as reports from other NAB department heads and from spokesmen in the music field, the meeting expressed confidence in the NAB Legislative Commitee's ability to obtain remedial legislation. Neville Miller, outgoing president, was thanked for his stewardship, and J. Harold Ryan, his successor, was pledged the allegiance and support of the district. The board was commended for selecting a practical broadcaster as NAB president.

On the business side, Lewis H. Avery, director of broadcast advertising, and Clark Luther, KFH Wichita, chairman of the district sales managers, covered the reaction to the Retail Promotion Committee plan and outlined proposals to cover the motion picture and building industries with similar presentations. A proposed conference with the Proprietary Assn. also was announced. Recommendations covering advertising agency contract provisions which contain objectionable and impractical terms were debated, along with discount provisions.

The attendance follows:

Arney, C. E. Jr.	NAB
Atteberry, Ellis	KCKN
Avery, Lewis H.	NAB
Balch, Owen	KSAL
Barnes, Wade	NBC
Barry, Jimmy	KBI
Bahs, Leland	General Electric
Bonebrake, M. H.	KOCY
Brandborg, Gus	KVOO
Brown, Ken	KOMA
Buenning, Paul	KOMA
Callahan, L. D.	SESAC
Carroll, Charles	WBBZ
Carroll, Mrs. A. L.	WBBZ
Case, J. Fred	KWON
Case, Mrs. J. Fred	
Chizzini, Frank	NBC
Clark, Plez	KFH
Deane, Jerry	OWI
Egolf, Willard	NAB
Enoch, Bob	KTOK
Esau, John	KTUL
Forster, Maj. Ralph	British Army Staff
Garber, Milton	KCRC
Grimes, Harold	KOME
Grimes, Mrs. Harold	
Grubb, Gayle	WKY
Haselbush, W. C.	United Press
Haverlin, Carl	BMI
Jadassohn, K. A.	U.S. Treas. Office
Kercher, George A.	Edward Petrie Co.
Kaney, A. W.	NBC
King, Jerry	Standard Radio
Knodel, J. W.	Free & Peters, Inc.
Lindsley, R. K.	KFBI
Luther, Clark A.	KFH
Miller, Ralph	WKY
Minor, C. A.	KOMA
Morgan, Clem	KVGB
Peterson, Maj. Pete	U. S. Army
Page, Allan	KVOO
Pyle, K. W.	KFBI
Randolph, Jim	KVOO
Reed, Vernon	KFH
Ross, Byrne	KSWO
Russell, Dave	OWI
Shoemaker, W. F.	Frederic W. Ziv, Inc.
Stamps, Weldon	KADA
Stine, Albert E.	Press Association
Tarter, George	KOCY
Todd, Jack	KANS
Varnum, Ralph	KFBI
Wardell, Gordon	KGBX
Way, W. B.	KVOO

Old Dutch Renews

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), has renewed sponsorship, beginning March 20, of the daytime serial, *Helpmate*, on 39 NBC stations, originating out of Chicago. The quarter-hour drama, aired Mondays through Fridays, traces life in a war boom factory settlement. Contract renewal negotiated for NBC by J. D. Galbraith, is for 52 weeks. Agency is Grant Adv., Chicago.

Still a Fiddler

'TWAS all in fun, this idea of Roy Acuff, hillbilly fiddler-singer of WSM Nashville, running for Governor of Tennessee, the mountaineer himself declared. He definitely will leave the business of politics to politicians while he'll continue to fiddle and warble on the Prince Albert *Grand Ole Opry*, originating at WSM for NBC Saturday nights. Roy's followers in Tennessee entered his name as gubernatorial candidate on both the Republican and Democratic tickets. It was the first time in Tennessee's history that one candidate was entered in the primaries on both tickets, according to word from the southern state.

Stein-Hall Names

STEIN-HALL MFG. Co., Chicago, has named Needham, Louis & Brorby to handle advertising for their Hallmark Pre-Cooked Beans in the Midwest. In the East, Hixson-O'Donnell Adv. of New York will place the business. Two years ago, the company developed a pre-cooked navy bean for the consumer market.

Walt Lochman Steps Up Ladder
OPENS KMBC SPORTS JOB

We're proud that Walt Lochman is moving to the top as a KMBC graduate.

Walt became America's leading minor league baseball announcer while here.

How would you like to take his place at KMBC?

Yes—we're looking for an all-around sports announcer with both play-by-play and commentating experience. Your background must be successful from a commercial standpoint—a background that means something to the national advertiser. Your character must personify the work you're doing. What we offer is a sound, good-paying basis . . . association with one of America's recognized prestige radio stations . . . national promotion . . . excellent living conditions in the friendly "Heart of America."

Walt liked it all well enough to be with us eight years.

Furnish us with complete details including draft status, age, family, religion, experience, etc. Be sure and send voice transcription—including sample of play-by-play talents. Write Karl Koerper, managing director, KMBC of Kansas City.

GENERAL TELEVISION CORP.

70 Brookline Ave.

Boston, Massachusetts

First in Television Development

in

NEW ENGLAND

6th NAB District Reelects Wooten

Support of BMI, Opposition To Press Subsidy Voted

HOYT B. WOOTEN, WREC Memphis, was reelected for another two-year term as NAB director representing the 6th district at a meeting last Friday in Memphis. The district comprises Arkansas, Louisiana, Mississippi and Tennessee.

Mr. Wooten

At the closing sessions Friday of the two-day meeting, a series of resolutions were adopted urging full-scale support of BMI, opposition to newspaper advertising subsidies, and endorsement of remedial legislation. Wiley P. Harris, WJDX Jackson, Miss., was nominated from the floor for the directorship but withdrew in favor of a unanimous ballot for Mr. Wooten.

Status of Hillbillies

The status of the hillbilly musicians, popular in southern areas, as a factor in negotiating musicians contracts, was fully covered at the meeting. Overall copyright and music matters were discussed by Carl Haverlin, BMI, and Frank Chizzini, NBC. C. E. Arney Jr., NAB secretary-treasurer and temporary managing director, advised the sessions of the legislative, labor, selective service and other current industry problems.

As at other district meetings, Willard D. Egolf, assistant to the president, reported on public relations activities and led a discussion on the proposed book on public relations for radio. Lewis H. Avery, director of broadcast advertising, reviewed past advertising promotional projects and those contemplated this year. The meeting adjourned Friday noon to permit separate sessions of CBS and NBC affiliates.

The full registration follows:

Bill Slates, Millard Magruder, KFPW; Sam W. Anderson, J. Q. Floyd, KFFA; John C. McCormack, Kenneth Kellam, KTHS; William E. Ware, KWFC; W. H. Cate, KBTM; Ed Zimmerman, C. K. Beaver, KARK; S. C. Vinsonhaler, KLRA; Jack Parrish, KOTN; Frank O. Myers, KCMC; Harold Wheelahan, WSMB; W. H. Summerville, WWL; T. B. Lanford, KRMD; B. G. Robertson, KTBS; Fred Ohl, KTBS- KWKH; Wilton Cobb, WMAZ; W. F. Danabarger, United Press, Atlanta; Willett Kempton, OWI, Atlanta; Hugh O. Jones, WGCM; Wiley P. Harris, WJDX; Mrs. Frank Cashman, WQBC; Bob McRaney, WCBI; Emmett McMurry, WJPR; P. K. Ewing Jr., WMIS; Hugh M. Smith, Dave A. Matison, WAML; C. J. Wright, WFOR; L. M. Sepaugh, WSLI; Robin Weaver, WROL; Carter Parham, Earl W. Winger, WDOD; Bob Therton, Cliff Goodman, H. W. Slavick, WMC; Otis Devine, Harry Stone, Dean Upson, Louise Farmer, Gertrude McClenahan, WSM; R. Krelstein, Frances Chamberlain, WMPS; Jack Draughton, WSIX; E. A. Alburty, WHBQ; Hollis R. Wooten, Hoyt B. Wooten, Roy Wooten, WREC; F. D. Binns, F. C. Sowell, WLAC; W. E. Williams, WJZM; Bob Stevens, Eugene Pournelle, John T. Orr, WHBQ; J. Lindsay Nunn, WBIR; Bill Schudt, CBS New York; Charles Godwin, Mutual, New York; W. Ward Dorrell, C. E. Hooper, Leonard D. Callahan, SESAC; Wade Barnes, NBC Thesaurus; John Hymes, OWI, Washington; Maj. R. P. Forster, British Army Staff, Washington; K. A. Jadassohn, U. S. Treasury; Alex Sherwood, Standard Radio, Chicago; A. W. Kaney, NBC, Chicago; George A. Kercher, Edward Petry & Co., St. Louis; Herbert Denny, Standard Radio, Dallas; Al Stine, Press Association, Kansas City; Pat Walsh, United Press, Oklahoma City.

New Pinkham Serial

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., will make a substantial increase in its transcribed daytime serial schedule March 13, when *Mr. Good* starts on 34 stations of Keystone Broadcasting System. It will be heard on selected markets in Texas, Oklahoma, and Arkansas. Program is a five-weekly quarter-hour drama about the efforts of a kindly philosophical person to help his fellow men. It started Feb. 1 on four stations WIRE WCAE WLAW WNEW. Another serial, *Just Home Folks*, continues in six southern outlets. Agency is Erwin, Wasey & Co., New York.

Whitten Joins Mutual

PHILIP F. WHITTEN will join the sales department of Mutual's New York office as account executive effective March 1, it has been announced by the network. Mr. Whitten since 1942 has been account executive for the sales division of the Blue network and prior to that he headed his own advertising agency in New York. He is also ex-sales manager of WHN New York.

Radio Men Meet With Farm Heads

CALLED together by War Food Administrator Marvin Jones, farm service directors of 10 radio stations in northeastern states met with WFA and Dept. of Agriculture officials in New York last Monday to discuss problems facing farmers in 1944 and to assist the agencies in meeting food production goals. Meeting, which also included sessions the previous day, was the first of a series of four regional conferences to enlist cooperation from radio stations and farm journals in bringing essential information to the farm front.

The presence of the farm radio men was also the occasion for "exploring the possibilities of a national organization dedicated to the interests of better farm broadcasting."

Farm service broadcasters attending the meeting included, in addition to Mr. Markham and Mr. Haeg, Stanley Flower, New England Radio News Service, a public agency; Jesse Buffam, WEEI Boston; Mert Emmert, WEAF New York; Joseph Bier, WOR New York; Tom Murray, WHAM Rochester; Roland Foley, WGR-WKBW Buffalo; Homer Martz, KDKA Pittsburgh; Charles Shoffner, WCAU Philadelphia.

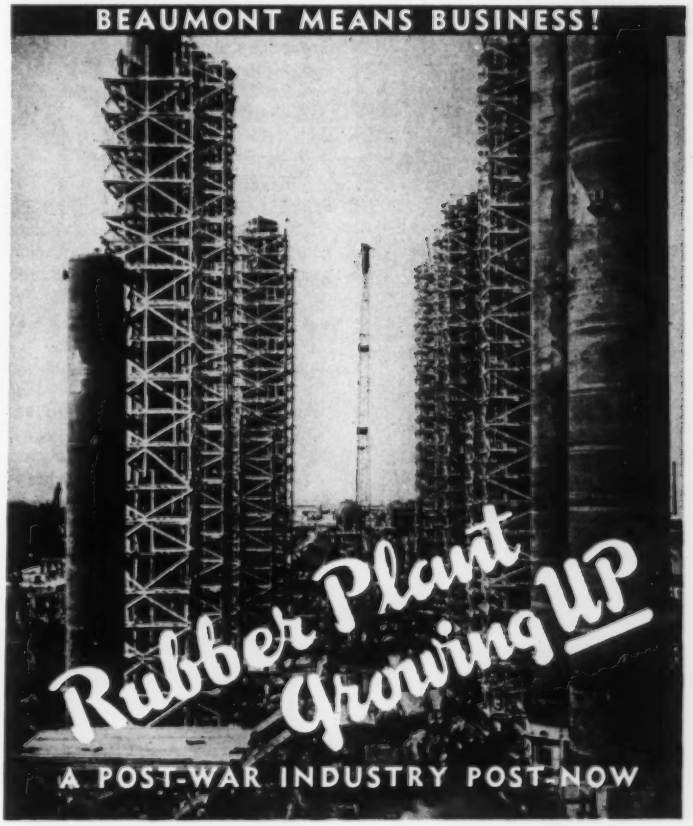
WE DON'T HAVE THE SUBTLE (Ky.) APPROACH!

Maybe we don't have no surging passion to be All Things To All Our Fellow Men, but certainly we don't have any desire to reach Subtle, Kentucky, or any other Garden Spot of less than fifty souls! We aim to put a loud, un-subtle signal into every part of the *Louisville Trading Area*—to keep our costs low for this concentrated coverage—and hence to be the best radio buy in Kentucky. Is that too blatant, you think?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives



● Rising above the plains of Port Neches, near Beaumont, is one of the world's largest collections of outsize distilling apparatus. This huge plant will produce enough butadiene to make approximately 28,000,000 tires a year, while at the same time producing countless gallons of high octane gasoline and other petroleum products for war and peace. Yet this is only one of the many great industries in the prosperous, populous Sabine area dominated by KFDM. Why not include KFDM on your schedule now?

Represented by Howard H. Wilson Company

KFDM
BEAUMONT, TEXAS
BLUE NETWORK, 560 K.C., 1,000 WATTS
MEANS BUSINESS

SERVING THE
**MAGNETIZED
SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

Canadian Surveys To Start by May

CBS Ballot Method Chosen to Measure Radio Audiences

THE BUREAU of Broadcast Measurement, which Canadian broadcasters unanimously voted to establish at their annual convention at Quebec, Feb. 14-16 [BROADCASTING, Feb. 21], is expected to be functioning by early May. The Bureau is to be incorporated with the Assn. of Canadian Advertisers (ACA) and the Canadian Assn. of Advertising Agencies (CAAA) to elect three representatives each for the nine-man board. The Canadian Broadcasting Corp. has not yet decided whether to join the independent broadcasters in the venture and appoint a member to sit on the BBM board. Consensus is that the CBC will come in, and that the BBM will open its offices in Toronto by early summer.

The BBM plan of obtaining coverage data will be based on the CBS ballot method with premium selected families in various income groups and rural and urban areas on a proportionate basis. The frequency of listening as well as the stations heard will be listed, and daytime and night listening will be separately listed and plotted on coverage maps. Because CBS statistics have shown that those who listen at least one night a week actually listen several nights a week, one night a week listening from a sufficiently large number will be taken as evidence of coverage.

Interesting Formula

Listening intensity for night primary area will be composed of counties which have 50 to 100% of the radio families stating that they listen at least one night a week; night secondary area will show from 25 to 49% of the families listening at least one night a week; and night tertiary area will be composed of counties where 10 to 24% of radio families listen at least one night a week. The same applies to daytime listening habits.

The Canadian broadcasters decision through the Canadian Assn. of Broadcasters to go ahead with the BBM will provide advertisers and agencies with a standard method of obtaining coverage data. The formula will be used to obtain coverage data and listening habits on all Canadian station members of BBM, and the method will be available for special purposes to any other agencies or advertisers who are members of BBM. An insignia of membership will be used by broadcasting station members as part of their published rate schedule, and may be used by all members on their stationery.

GRADUATING CLASS of a nine-week course in studio control operation, sponsored by the NAB in cooperation with Mutual and WOR New York and under the direction of Howard Frazier, NAB director of engineering. The nine young ladies graduated Feb. 23. Here they are, with their instructor, Harold L. Hadden, supervisor of engineers of WOR, who also conducted classes for the other networks (l to r): Patricia Dewell, Helen Donaldson, Ruth Broderick, Alice Wolson, Christine Wolhorn, Hilda Reigl, Esther Lewis, Instructor Hadden, Barbara Steinschneider, and Zonia Andreyev.

BREWERY'S FOUR ON WGN

WITH addition of *Mystery House*, half-hour live weekly program which began Saturday, Feb. 19, Peter Hand Brewery, Chicago (Meister Brau beer), now has four shows on WGN Chicago. On Feb. 14 Peter Hand began sponsorship of the quarter-hour *Judy & Jane* series; on Jan. 4 it began sponsorship of *Crime Files of Flamond*, half-hour mystery drama each Tuesday night. All three programs are scheduled to run to Dec. 31, 1944. The fourth Peter Hand-WGN program is *Elmer's Juke Box*, transcribed quarter-hour program heard thrice weekly.

WSJS

NBC
Station For
Winston-Salem
Greensboro
High Point

★

5,000 WATTS
600 KC.

★

BLANKETING North Carolina's Rich Tri-City Section, the State's No. 1 Market! CONCENTRATING on a 10-County Primary-PLUS Area of 578,700 Population With 100,312 Radio Homes!

National Representatives
HEADLEY-REED COMPANY

SEE NBC FOR THE TOPS IN RECORDED PROGRAMS

For example:
"Stand by for *Adventure*"

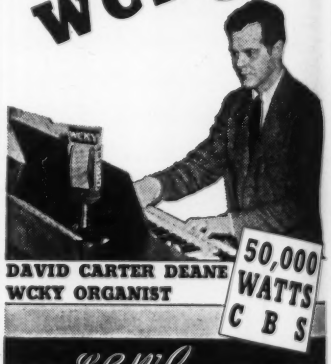
Brand-new series of 26 quarter-hours (for one-or-two-a-week broadcast) designed for wide appeal and mass attention. Tales of mysticism, dangerous deeds, exciting happenings . . . told by an army officer, a Yankee sea captain, a star reporter and a South American scientist. Created by a panel of prominent radio writers—expertly cast. Ask for audition records.

★ ★

Many other NBC Recorded Programs 5 minutes to half-hour

National Broadcasting Co.
A Service of Radio Corporation of America
NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS
RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

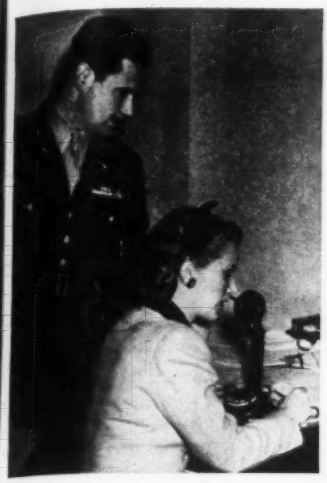
Another WCKY Star



DAVID CARTER DEANE
WCKY ORGANIST

50,000 WATTS
C B S

THE L. B. Wilson STATION



WEARING PURPLE HEART decoration, Lt. James Fagan visited studios of WCAU Philadelphia, where he was announcer before entering the service, to assist in the station's all-day War Bond sales. Receiving pledges at the telephone is Anita Colby, Hollywood's original Cover Girl, who stopped off in city and helped WCAU sell $565,000 in bonds during 12-hour sale.

Gaines Joins Ziv

CHARLES M. GAINES, former secretary and vice-president of World Broadcasting System, will join Frederic W. Ziv Inc. on March 1, it was announced last week by John L. Sinn, Ziv vice-president in charge of the New York office. Mr. Gaines will serve as contact with advertising agencies and talent and will act in an advisory capacity on production. In charge of the World Library Service from its inception in 1934, Mr. Gaines had been active in the talent and production end of the transcription company and had also functioned as liaison man with advertising agencies. Before joining World, Mr. Gaines had been in the phonograph business, where he was associated with Percy Deutsch, when the latter headed the Sonora Phonograph Co. before founding World.

WOLF ASSOCIATES, New York, radio production firm, has secured radio rights for S. S. Van Dine's mystery book series *Philo Vance*. Each month a different *Philo Vance* volume will be serialized into four weekly half-hour programs.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

Directors Name CAB Committees

Policy, Public Relations and Program Structure Studied

SEVERAL COMMITTEES have been appointed by the 1944 board of directors of the Canadian Association of Broadcasters, following the CAB convention at Quebec [BROADCASTING, Feb. 21]. A policy committee is headed by Glen Bannerman, president of CAB Toronto, with Harry Sedgwick, CFRB Toronto; Phil Lalonde, CKAC Montreal; Ted Campeau, CKLW Windsor-Detroit; and Jack Cooke, CKGB Timmins, Ont., as members. The public relations committee, which plans a new dramatized program series to indicate the part played by free enterprise in the building of Canada as a nation, is headed by Jack Cooke, CKGB; H. R. Carson, CFAC Calgary; Joseph Sedgwick, CAB counsel, Toronto; Mr. Bannerman; Wm. Borrett, CHNS Halifax; and Walter Dales, CJAT Trail, B. C.

A new program structure committee has been established with Gerry Gaetz, CKRC Winnipeg, as chairman, and consisting of eight other members, whose names have not yet been announced. A committee to study ways and means of increasing the effectiveness of commercial continuity of sponsored programs, is being set up jointly with the Canadian Association of Advertising Agencies and the Association of Canadian Advertisers, but no names of this committee have been released as yet.

A code committee continues with the same membership as last year, namely, Mr. Bannerman, Georges Bourassa, CKCH Hull, Que.; Carson Buchanan, CHAB Moose Jaw; Ted Campeau, CKLY; Wm. Borrett, CHNS.

Blessed Eventer

BLESSED Eventer feature of WWDC Washington will move to the Alexandria (Va.) Hospital when Mrs. Nora Lamborn, who for the past six months has been giving practical "blessed event" advice to the mothers of the WWDC audience, continues her Monday through Friday broadcasts during her confinement and the birth of her third child. Her aid and advice on the problems and worries of mothers will continue from the hospital and from her home, with a factual account of her own experiences relating to the birth and development of her own "blessed event".

KPHO Phoenix has appointed Homer Griffith Co. Hollywood, as station representative for the Pacific Coast area.

WGY IS 1st.

In terms of
POWER
PROGRAMS
POPULARITY
PRESTIGE
PULL

and has been for twenty-two years
(Anniversary Feb. 20)

WGY-181

WGY GENERAL ELECTRIC
SCHENECTADY, N. Y.

REACH
MORE PEOPLE
MORE MONEY
MORE BUYING
than ever in the
SALT LAKE MARKET
over
KDYL
UTAH'S NBC STATION
National Representative JOHN BLAIR & CO.

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

KGW

PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

C. E. HOOPER
AGAIN PROOVES
WFMJ
HAS
MORE LISTENERS
MORE HOURS
OF THE DAY
than any other station heard in Youngstown, O.
28TH U. S. METROPOLITAN DISTRICT
Headley-Reed, Representatives

MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

WIBW The Voice of Kansas in TOPEKA

Cox Sees Threat; Garey Quits

(Continued from page 9)

be resumed with full vigor by the next Congress.

In some Capitol Hill quarters the denunciation of President Roosevelt by Sen. Alben W. Barkley (D-Ky.), when the veteran legislator resigned last Wednesday as floor leader, was linked to the recent development in the House Committee.

Those sources contended that both Sen. Barkley's resignation and his immediate re-election by majority Senators, which they interpreted as tantamount to a vote of confidence, coupled with reports that Reps. Wigglesworth and Miller will resign this week from the House Committee, are definite indications that Congress objects to the powers allegedly usurped by the Executive Branch of Government.

In his speech Friday Rep. Cox told his colleagues that "things done to cause the resignation of Gene Garey are, with one exception, shameful beyond comparison". He indicated great pressure had been brought to oust the New York attorney as counsel when he said: "Robespierre never employed greater force and fear to undermine the psychological foundation of moral freedom."

"There can be but one purpose in this move and that is to stop the investigation," declared the Georgian who himself was under fire during his tenure as Committee chairman. "It will stop," he continued, "for the time being. The investigation will be renewed, however, but under different circumstances. Congress will not forever tolerate this kind of outside interference in the exercise of its constitutional powers."

He paid tribute to Mr. Garey as a "great lawyer and a good man", adding: "No braver nor more honest man ever lived."

"Mr. Garey's leaving the Committee is all that he can do, for under the circumstances his task is an impossible one. It is unfortunate, however, that the public should have to take the loss that is involved."

Franklin S. Wood, attorney for Edward J. Noble, chairman of the board of the Blue Network Co., defendant in a suit filed in the New York Supreme Court by Donald Flamm, former owner of WMCA, last Friday wrote Rep. Edward J. Hart (D-N. J.), thanking the majority for postponing the investigation pending litigation. It was on Mr. Hart's motion Feb. 16 that the Committee majority, Reps. Lea, Hart and Warren G. Magnuson (D-Wash.), voted to postpone the WMCA case. Mr. Wood previously had written the Committee, protesting it was unfair to his client for the House Committee to air its investigation of the WMCA sale by Mr. Flamm to Mr. Noble during litigation.

Philip Handelman of Handelman & Ives, representing Mr. Flamm, wrote Chairman Lea last Friday protesting the postponement as "unfair, inequitable and unjust". He said Mr. Flamm objected to appearing before the Committee while his suit was pending and that "it was only upon the assurance of your Committee that there would be a full disclosure of both sides of the case that we consented to reveal our evidence."

Writing that "we are now shocked to learn that Mr. Noble has been able to terminate this investigation," Mr. Handelman said "the spirit of fair play requires that there be the same amount of revelation on both sides and that we have the immediate opportunity of examining the statements made by Messrs. Noble, Corcoran, Dempsey, Koplovitz, et al, at the private examination conducted by Mr. Garey and Mr. Hauser."

Reports on Capitol Hill were that should the FCC investigation collapse, as freely predicted, then testimony taken in executive session in the WMCA case and others may be read into the *Congressional Record* by the minority.

Floor Speeches Hinted

Although informing the chairman that his conclusion to resign "became crystallized by the Committee majority's action in postponing hearings into the WMCA case, Mr. Carey asserted his action "has long been under serious consideration."

"From the beginning of your chairmanship your hostility to the investigation and its purposes has been clear to me," the general counsel wrote. "To continue as counsel to the Committee in these circumstances would serve no useful public purpose, would merely produce waste and futility, and would end in shame and dishonor to the Congress."

When Rep. Lea, who also is chairman of the House Interstate & Foreign Commerce Committee, was named chairman of the Select Committee last October [BROADCASTING, Oct. 11], replacing Rep. Cox, resigned, reports circulated that his appointment was a move to whitewash the inquiry. That charge was denied by Rep. Lea, who declared at the time that the Committee would conduct a thorough probe.

Throughout the intervening time, however, dissension was evident in Committee ranks. Rep. Miller clashed with the chairman in several executive sessions and once he directly charged the Californian with "whitewashing" the investigation. The bitterness between Chairman Lea and the general counsel flared in the open last December when Mr. Garey charged, in open hearing, that "the chairman of this Committee and the chairman of the FCC" had taken arrangements for presenting the Commission's case out of his hands

Following Mr Lea's appointment, Charles R. Denny Jr., general counsel of the FCC, held frequent conferences with the Committee chairman. In open hearing the Commission general counsel told the Committee he had been instructed not to negotiate with Mr. Garey.

Mr. Garey, member of the New York law firm of Garey, Desvernine & Garey, and Mr. Hauser, member of the same firm, plan to return to their private practice. Mr. Walker, a Detroit attorney, and Mr. McCall, also a New York attorney, will return to their respective practices.

Mr. Garey's letter to Chairman Lea follows:

At your express direction, public hearings were opened in the investigation into the sale of Radio Station WMCA.

I am now in receipt of what purports to be a copy of the minutes of an alleged meeting of the Committee from which it appears that a majority of the Committee have determined to discontinue further hearings in this matter. No other communication or notice of such action has been received by me from you.

The pretended reasons advanced for such action are puerile. I am sure they will not fool anyone, because they rest on shadow and not on substance. They ignore the paramount public interest which far transcends any private interest that might be claimed to be involved. They create a dangerous precedent in respect of the legislative function whereby the essential constitutional investigatory powers of the Congress always can be thwarted merely by adopting the same subterfuge which you are putting forward as a basis for your action in this matter. To such a patent fraud on the Congress and the public I cannot and will not lend my aid.

A year ago I was requested to serve as general counsel to the Committee. I was persuaded to act only after I was convinced that the investigation was in the public interest and only after I was assured that it would be conducted without fear or favor and free from political interference. During your chairmanship, I regret to say that has not been the situation.

Despite the many efforts to frustrate, interfere with and discredit the work of the Committee, the Committee's public record contains conclusive evidence respecting the arbitrary and unlawful functioning of the Commission and the high-handed manner in which it has abused its powers and usurped authority. The great mass of the material gathered has not yet been made public. It seems to be the evident purpose to conceal, by one means or another, this material from the Congress and the public.

While the conclusion reached in this letter became crystallized by your action in the WMCA matter, it has long been under serious consideration. From the beginning of your chairmanship your hostility to the investigation and its purposes has been clear to me. You have repeatedly ignored the mandate of the House, stymied the staff in its work, and converted the investigation to a sheer whitewashing affair, wholly responsive to political pressures and dominated entirely by political expediency. To continue as counsel to the Committee in these circumstances would serve no useful public purpose, would merely produce waste and futility, and would end in shame and dishonor to the Congress.

Since I and my associates, Messrs. Fred R. Walker, Ambrose V. McCall and Milton I. Hauser, who share these views, are unwilling to contribute our support in aid of your objectives, I now submit in their behalf their respective resignations, together with my own.

Keese Is Appointed As Aid to Taylor

To Headquarter in Amarillo, According to Ted Taylor

APPOINTMENT of Alex Keese, manager of WFAA and the Dallas studios of KGKO, as executive assistant of the Taylor - Howe-Snowden stations, headquartered in Amarillo, was announced last week by O. L. (Ted) Taylor, general manager. Mr. Keese will assume his new duties April 1.

Mr. Keese

Stations in the group are KGNC Amarillo; KFYO Lubbock; KTSA San Antonio; KRGV Weslaco. KFMB San Diego, not directly in the group, is identified with the Taylor operation by virtue of his 50% ownership. Mr. Taylor recently announced sale of his minority interests in the Taylor-Howe-Snowden stations but remained as general manager under contract. He also is purchaser, subject to FCC approval, of KTOK Oklahoma City [BROADCASTING, Feb. 7].

Mr. Keese has been with WFAA since 1930, when he became the station's musical director. Afterward he became program director, regional sales manager and sales manager. A native of Georgia but reared in Chattanooga, Mr. Keese was in theatre music for many years. He began as a violinist but became a top-rank conductor in the Paramount-Publix theatre circuits. He has functioned under Martin B. Campbell, managing director of WFAA-WBAP-KGKO, in Dallas.

WJW Names Sylvester

WALLEN J. (Long) SYLVESTER has been placed in charge of local sales for WJW Cleveland, according to an announcement made by William O'Neil, president of the new Blue Network's Cleveland station. Mr. Sylvester, a native of Cleveland, had been associated for more than 25 years with the advertising department of the Scripps - McRae, later the Scripps-Howard paper, the Cleveland *Press*. In 1939 he established his own advertising agency under the name of Sylvester-Seltzer. The following year he was put in charge of advertising sales in northern Ohio for the *American Weekly*, coming to WJW from that position.

Mr. Sylvester

A & P in Market

GREAT ATLANTIC & Pacific Tea Co., national food chain stores with headquarters in New York, is understood to be in the market for a network program. A thrice-weekly quarter-hour show with Burns Mantle, drama critic, is being considered. Transamerican, production agency, is understood to be packaging the radio program. Paris & Peart, New York, handles the account.

TWO DRUG FIRMS BOOST NEW ITEMS

TWO DRUG firms, both major radio advertisers, are each introducing a new product.

L. M. Van Riper, president of McKesson & Robbins, Bridgeport, last Thursday announced the appointment of Benton & Bowles, New York, as advertising agency to prepare market studies and advertising for an unnamed product, and the Vitamins Plus Division of Vick Chemical Co., the preceding week started test newspaper advertising for Primes, a Vitamin B complex tablet.

Morse International, New York, is handling advertising for Primes. There are no radio plans at present, though Vitamins Plus is presumably in the market for another network program after discontinuing *Dr. I. Q.* on NBC March 27 [BROADCASTING, Feb. 21].

J. D. Tarcher Co., New York, handles the major portion of M & R radio advertising which includes a heavy spot schedule and a projected weekly Blue network program to start March 23 for Bexel, vitamin tablet and other products, while Ivey & Ellington, New York, places business for an expanding campaign for another vitamin product, Bax.

RADIO DID IT AGAIN

WLW Smashes Attendance For Disney Revival

THEATRE men throughout the Midwest are shaking their heads over the power of radio to create audiences. If they had any former skepticism, it was shattered last week by WLW's ability to create a record breaking audience for a revival of the six-year-old film, "Snow White and the Seven Dwarfs" in Cincinnati.

Box office receipts in 60 cities of Ohio, Indiana, Kentucky and West Virginia soared as a result of WLW's far-reaching promotional efforts in bringing to the attention of theatergoers in the area that the Disney classic was being revived. Credit for the promotion goes to Roger Baker, WLW publicity chief.

Booked in the Grand Theatre for a four-day run, the terrific opening day's business caused the management to extend the run to four weeks. Despite a drenching rain, the box office opened at 8 a.m. to accommodate the first day crowd of 9,000, representing nine groups of customers for the 1,000 capacity theatre.

Attendance records for the Disney film broke those made on the occasion of the WLW-sponsored premiere last year of "Hitler's Children" in the city's largest theatre, and "Behind the Rising Sun," six months later. In pulling "Snow White" out of mothballs for their latest assault on box office records, RKO and Disney's set up publicity headquarters in Cincinnati.

RADIO telephone was opened between the United States and the British Island possession of Trinidad on Feb. 23. Service is handled through the short wave radio telephone facilities of the AT&T centered at Miami.

83.9%

of WSAI's

contracts are

RENEWED

contracts!

WSAI

DIVISION OF THE CROSLEY CORPORATION

CINCINNATI 2, OHIO

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N. B. C.

1943 BUSINESS IN MISSISSIPPI UP 23%

Business activities in Mississippi for the twelve months in 1943 showed an average monthly gain of 23% over the same months in 1942.

In the Jackson district the average monthly gain for the same period was 19.4%.

The UPWARD trend of business activity will continue in 1944—making Jackson and Mississippi a MUST on your schedules.

And, for maximum results, remember WJDX, the Voice of Mississippi, DOMINATES this market.

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

Edward Petry & Co., National Representative

AP

WMUR, Manchester, N. H.

. . . may I compliment you again on the high quality of the selling presentations on Telescript features you are forwarding to us.

Hervey Carter, Manager.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

KTFI
TWIN FALLS · IDAHO

KOY
PHOENIX
550
KC
CBS
JOHN BLAIR & COMPANY
KEY STATION:
The Arizona Network
AFFILIATE STATION
WLS
CHICAGO

WDRC
CONNECTICUT'S PIONEER BROADCASTER

Oh—What A Beautiful Morning!

WDRC's Morning Schedule has splendid availabilities — both for 50-word and 1-minute spot announcements. Write Wm. Malo, WDRC, Hartford 4, Conn., or WDRC's Nat'l Rep., Paul H. Raymer Co.

USE WDRC TO CONNECT IN CONNECTICUT

CBS

ESSO TRIES SPOTS IN BASIC ENGLISH

STANDARD OIL Co., of New Jersey is experimenting with "Basic English" commercials on its *Esso Reporter* programs on 37 eastern stations, and has already received a fan letter from a Washington, D. C., instructor in the new 850-word-language. According to a spokesman at Standard Oil, Basic English copy is not a permanent feature, but is being tried out from time to time. Account is handled by Marschalk & Pratt, New York.

On the first announcement Jan. 5, the announcer told about the new language and identified the commercial as such, following with a 45-word spot, which in ordinary English would run about 103 words. The copy ran:

"Esso motor oil is uncommonly good because it has a great number of qualities to give you safe oiling over a wide range of conditions. The balance of good points in Esso motor oil is all together in your interest. Make certain you get the great help that Esso motor oil can give. Talk about it to the man at the Esso sign and say to him: 'I need Esso motor oil'."

CBC Network Changes

FOUR stations in the Atlantic provinces were added to the Canadian Broadcasting Corp. Dominion network, it was announced at the CBC Board of Governors meeting in Ottawa, Feb. 20-21. This brings to a total of 28 stations the CBC Dominion network, which began operations on Jan. 2, and cuts the CBC Transcanada web to 25 stations. CBA Sackville, CBC-owned 50 kw station was transferred from the Transcanada to the Dominion network, and CKNB Campbellton, N. B.; CJFX Antigonish, N. S.; and CJLS Yarmouth, N. S., were added to the CBC Dominion network, effective at once. Difficulty in obtaining lines is understood to have been the reason for delay in extending the Dominion network east of CHLT Sherbrooke, Que. It is understood that more stations may be added to Dominion in the near future, and some more changes in the structure of the two networks may be made in the next few months.

RADIO ROOTER
8 Newscasts Weekly Aired
—By Real Estate Man—

REAL ROOTER for radio is real estate dealer Jack Wehner of Denver. He sponsors three morning newscasts a week at 7:15-7:30 and *Pace of the World Today* 5:45-6 p.m., Monday through Friday, both on KFEL, Denver's Mutual outlet. Both contracts are handled by Lane - Freiberger Advertising Agency.

"We've had remarkable success with the two programs," Mr. Wehner said. "We feel very definitely that the newscast and the commentary are more than paying their way by far . . . I have become a confirmed rooter for radio. I certainly recommend it to the rest of the trade." Mr. Wehner, who has three Denver offices, is a member of the Real Estate Exchange, the Brokers Division of the Exchange and the Realty Board.

SIGNING A MOVIE contract brings a bevy of beautiful former co-workers, among them his wife, to the side of Watson Lindsey, WCPO Cincinnati announcer, who is the cynosure of admiring eyes. Left to right, on the couch, are: Madeline Uhl, Annabel Varble, Mr. Lindsey, Betsy Dennis, Mary Grace Sedler. Standing, Evelyn Eppinger, Orma Brady, Georgia Brune, and Mrs. Lindsey. The newly-formed International Picture Corp. signed Mr. Lindsey.

WMCA Adopts Policy of Time Sale To Both Sides of Controversy Groups

ADOPTION of a policy permitting the sale of time for controversial discussion, but only if responsible groups on both sides of the question are willing to buy time, was announced last week by Nathan Straus, president of WMCA New York.

Designed, WMCA explained, "to open the doors of commercial radio to unions and other self-interest groups while protecting the public against one-sided answers to two-sided questions," the new policy of the station represents a departure from the NAB code which prohibits the sale of any time for the discussion of controversial subjects, except on political issues during pre-election periods.

Democratic Control

"In determining this policy," Mr. Straus said, "we have been mindful of the statement by Mr. Fly, chairman of the FCC, that there is no danger in allowing all responsible groups in a democracy to be heard, even though the discretion of management will be heavily taxed. This policy is an effort on our part to create a democratic control of radio for WMCA so that all elements of the community may be equally and effectively served."

In a six-point "freedom to listen" statement of the new policy, WMCA states that in addition to offering disputants the opportunity to buy time to air their opposing views, the station will continue to allot free time for discussion of controversial issues of wide public interest and to reject programs which the station management feels would promote intolerance or discrimination. Station also will prohibit the combining of entertainment features with the controversial discussions which might serve to "glamorize propaganda for particular social or economic views."

WMCA's "freedom to listen" policy statement follows in full text:

1—Every station has a paramount need of a program structure that is balanced in accordance with a pattern that promotes listener interest within a format that guarantees to the public "freedom to listen." The acceptance of any program at a given time is conditioned by this requirement.

2—It is desirable that programs dealing with controversial ideas should reach the American people but only if both sides are given equal representation. Only in this way is the public protected against one-sided answers to two-sided questions. Accordingly, time should be granted free where the subject is of wide general interest.

3—When a program upon a controversial subject or by a propaganda or pressure group is offered on a commercial basis, it should be acceptable only if the other side of the question is presented on a similar basis. Otherwise the self-interest group with the greatest means would be allowed a monopoly of presentation. For example, organizations seeking increased benefits have a direct interest in spending money for propaganda but citizens' groups, able perhaps to make a convincing reply, have no such interest in spending their money to do so.

4—Programs of controversial public issues should not be combined with entertainment features. From the point of view of true freedom of the air, groups with the most money, able to hire the most appealing artists and offering attractive entertainment should not be permitted to "glamorize" propaganda for particular social or economic views, or one-sided presentations of controversial issues. There should be no effort to insinuate views sugar-coated by entertainment.

5—Programs which are likely to promote racial or religious intolerance or to encourage discrimination on account of creed, race or color shall be rejected. Whether a program has this effect is naturally a matter of judgment. This judgment must be freely exercised by the station management upon its responsibility to the public unless and until standards are created by law.

6—Where no controversial issue is involved, any responsible organization may buy time provided that its programs meet the standards of other commercial broadcasts. In that event, the program will be considered entirely on its entertainment or educational merits in accordance with the overall program balance of the station and the public interest.

School Extends FM

WBEZ, FM station owned and operated by Chicago Board of Education, presented during the first semester of 1943-44, October through January, 206 total hours of programs for in-school use, with 1,370 students from Chicago schools taking part. WBEZ has increased its total daily hours of operation for the second semester by 75 minutes, according to George Jennings, acting director of the Radio Council and WBEZ.

COMPTON'S RADIO STAFF REVAMPED

WITH resignation of Lewis H. Titterton as manager of the NBC script division to become assistant head of the radio department of Compton Adv., New York, Richard McDonagh last week was appointed acting manager of the NBC script division.

As part of a major reorganization of Compton's radio department, still in process last Friday, Mr. Titterton will work on current and prospective radio programs, including scripts. Lee Graves is manager of the radio department, answering to John E. McMillin, vice-president. The timebuying division, under supervision of Guy Richards, vice-president and director of media, is headed by Murray Carpenter.

Frank Kemp handles network timebuying of all Compton accounts while Fred Apt buys for Socony-Vacuum Oil Co., Allis-Chalmers Mfg. Co., and Wheatena Corp. Jean Lawler buys time for Proctor & Gamble's Duz, American Home Products Corp. and Kelly-Springfield Tire Co. Harriett Be-Lille's buying includes Crisco and other P & G products, Krueger Brewing Co. and Wm. S. Skull Co. Julia Brown and Harriett Kirby handle the rating analysis positions in the Compton time buying division while Renee Gould and Aida Schiaffino function as estimators.

Mr. Titterton joined NBC in 1932 as manager of the literary rights division. He was appointed head of the script division in 1936. Previously he served in an editorial capacity with the *Atlantic Monthly* and MacMillan Co., publishers.

Doubles in Air

GIRL engineer on WJW Cleveland is Helen Cottrell, who had to obtain a license in radio to get her pilot's license, for she is also a member of the Civil Air Patrol. Coming to WJW early this year, Miss Cottrell had spent a year in radio engineering at WLEU Erie, Pa., after getting her start as a receptionist at WFMJ Youngstown several years ago. "A good disposition and a sense of humor," says Miss Cottrell, are essential requisites for a radio engineer.

Miss Cottrell

Irvin Gross Inducted

IRVIN GROSS, former assistant sales manager of WFAA-KGKO and for the last two years with Edward Petry & Co., Chicago, has been inducted in the Army and is at Camp Wolters, Tex., undergoing basic training. He is married and has two children.

NBC REVISES CARDS FOR ITS STATIONS

NEW rate cards for NBC-operated stations WEAF New York, WMAQ Chicago, WTAM Cleveland, WRC Washington, KOA Denver and KPO San Francisco were issued last week by the network, dated March 1, 1944, with current advertisers protected at former rates until Feb. 28, 1945.

Chief change in all cards is the establishment of a new time classification, covering the time between midnight and sign-off and between sign-on and 7 a.m. which has a new rate of 25% of the Class A rate, covering the 6-10:30 p.m. period. Class C (with a rate of 50% of Class A) now covers daytime and from 10:30-11:15 p.m., instead of to midnight as formerly, and Class D (whose rate is 1/3 of Class A) now covered 11:15 p.m.-midnight and 7-9 a.m., instead of midnight - 9 a.m.

Rate increases are shown for several stations: WTAM's Class A rate has risen from $500 to $520; WRC's from $240 to $300; KOA's from $280 to $320 and KPO's from $420 to $480. There have also been comparable increases for announcements on these stations and in the weekly expenditures necessary to earn volume discounts.

New rate cards for Westinghouse stations KDKA Pittsburgh, KYW Philadelphia and WBZ Boston, effective March 15, will be released shortly.

RADIO IS INCLUDED IN 'ESSENTIAL' LIST

RADIO broadcasting, radio communications and televisions are continued as essential communications services in a revised list of essential activities issued last Friday by the War Manpower Commission.

The list continues radio and radar, electrical sound equipment and vinylite transcriptions as essential production; and radio repairing as an essential repair service.

The list serves as a general guide for the Employment Service in allocating labor to employers and for Selective Service boards in reviewing requests for occupational deferment. The new list consists of 35 broad categories and includes all changes up to Jan. 15, 1944.

WRGA Joins MBS

WRGA Rome, Ga., starts operations as a Mutual outlet March 12, line facilities having been completed. Station is operated by Rome Broadcasting Corp. with 250 watts on 1490 kc.

Hosiery Firm Plans

REINGOLD HOSIERY Co., New York, has appointed D. Walters & Associates, New York, to handle advretising for Gold Mark Hosiery. Radio is being considered.

CARROLL D. ALCOTT, WCKY Cincinnati commentator, is completing his second book on the Japanese titled *Sons of Heaven* which will be published this spring by Henry Holt & Co. New York.

FILM RIGHTS TO CHARM

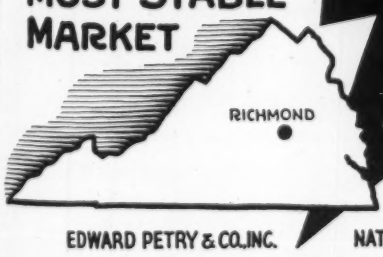
DU-ART FILM Labs., New York, has purchased the film rights to Phil Spitalny's *The Hour of Cham*, sponsored on NBC by General Electric Co. Mr. Spitalny and his girl orchestra will appear in a film.

Down South It's
WLAC
NASHVILLE, TENN.
★
50,000 WATTS

THE INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY
★
NATIONAL REPRESENTATIVES PAUL H. RAYMER

5000 WATTS • DAY AND NIGHT
WJW 850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally By HEADLEY-REED CO.

No Grab Bag Here!
WAIR's record of success makes it possible for you to plot your sales and distribution course with a remarkable degree of accuracy. WAIR is a "must" in this great market.
WAIR
Winston - Salem, North Carolina

WRNL
RICHMOND VIRGINIA
5000 WATTS
910 KC
NIGHT AND DAY
• FOR LOWER COST COVERAGE OF VIRGINIA'S MOST STABLE MARKET


EDWARD PETRY & CO. INC.
NATIONAL REPRESENTATIVES

SPORTS
MUSIC
NEWS
W ★ H ★ N
50,000 WATTS
DIAL 1050

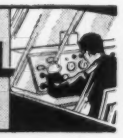
"It's a WIZE advertizer who uses the Springfield, Ohio Market."

An inquiry will prove it.

WIZE Springfield Ohio...

WEED & CO... National Representatives

in the CONTROL ROOM



LT. CLYDE J. WHITE returned to his duties as senior supervisor of the WGN Chicago engineering department last week, after a year of duty in the special service division in aviation radio and radar of the Naval Air Corps. Although on inactive duty status, he will be subject to recall by the Navy.

BILL RAINEY has joined WLAC Nashville as operator.

CHARLES FRITZ has been added to the engineering staff of WFIL Philadelphia. He succeeds Philip Horton, who left to enter the Army.

LARRY ZARROW has resigned from the engineering staff of WIP Philadelphia.

HAL MARCH has resigned from the engineering staff of WIBG Philadelphia to enter the Merchant Marine.

GORDON FAIRWEATHER, formerly of CFAC Calgary, has been appointed chief engineer of CKWX Vancouver.

U.P. gives you "THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

YOUNG PROMOTION MANAGER AVAILABLE

• At present employed by major network station in large Eastern market.

Seeking connection where ideas, copy, publicity and applied energy can be of mutual benefit. Draft status, 4-F.

Write or wire,

BOX 915, BROADCASTING

630 KC. 5000 WATTS FULL TIME

Represented Nationally by John BLAIR & CO.

KXOK ST. LOUIS, MISSOURI

BLUE NETWORK

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

Wanted—By large station operating regional network in middlewest. A program manager capable of producing and supervising production of network quality shows: Capable of auditioning and selecting suitable talent, developing new ideas and new shows both commercial and sustaining. This is exceptional opportunity for a man big enough for this job. Apply Box 913, BROADCASTING.

Announcer—A permanent position for an able man with a minimum of two years experience and a good educational background, who will take an active and creditable interest in the community which he serves. G. Richard Shafto, Radio Station WIS, Columbia, S. C.

Help Wanted (Cont'd)

Wanted—By fast growing NBC station—chief engineer—draft exempt, experienced, with good references. $50 week start. Advancement. KWBW, Hutchinson, Kansas.

Progressive—Midwestern network station wants first class announcer. Permanent job. Draft exempt preferred Excellent opportunity for future. Box 918, BROADCASTING.

First Class Engineer—Wanted immediately. Permanent position with substantial network station. Give full details. Box 919, BROADCASTING.

Can Use—Two good ad lib announcers. Prefer you apply in person, otherwise send ET and recent Photo. Draft Status. WIBG, 1425 Walnut St., Philadelphia, Pennsylvania.

Chief Engineer—Recording Studio. Experience in handling transcription equipment. Advise age, draft status, salary expected. Box 924, BROADCASTING.

OPERATOR—First or second class. Draft exempt. At station in nondefense farming area operating with best of equipment. Air mail references, photo, draft status, salary expectations. KTFI, Twin Falls, Idaho.

Wanted—Announcer, 4F or discharged from the service for newscasting and announcing position. Send references, audition record, salary expected, to WCBI, Columbus, Mississippi.

News Writer—For news department 10 kw regional station in midwest. Give full record news experience and minimum salary. Address Box 869, BROADCASTING.

Wanted—Experienced salesman for major network station in good market. Established accounts offered. Commission only. Please submit full particulars. Reply Box 903, BROADCASTING.

OPERATOR—First class for Texas kilowatt Mutual station. Give full information. Box 904, BROADCASTING.

OPERATOR — Permanent position with chance of advancement. State qualifications and enclose small photo. Please include your recommendations. Write Technical Manager, WFDF, Flint, Michigan.

Wanted—Operator, first class; draft deferred. Can work either forty or forty-eight hours a week. State salary wanted. Radio Station WSYB Rutland, Vermont.

General Manager of 5,000 Watt midwest station seeks similar arrangement west coast or Florida. Move necessitated by child's health. Prefer management contract with real opportunity to make money for you and me. Increased gross sales 70 percent in past 12 months here. Aggressive sales personality, thoroughly conversant with complete station operation. Present income $20,000. Can move by April 15th. Let's get together now!

Box 935, BROADCASTING

Actions of the FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 19 TO FEBRUARY 25 INCLUSIVE

Decisions . . .

FEBRUARY 22

Ludington Broadcasting Co., Ludington, Mich.—Granted CP new station, 250 w, 1450 kc, unlimited time.

KTBI Tacoma, Wash.—Designated for hearing application for CP change 1490 kc to 1290 kc.

FEBRUARY 23

KVAN Vancouver, Wash.—Granted motion for continuance of hearing on application for CP, from Mar. 1 to Mar. 31.

WJW Akron, O.—Granted petition to dismiss without prejudice application for mod. license and application for consent to vol. assign. of CP heretofore granted WJW Inc.

FEBRUARY 25

KGGF Coffeyville, Kan.—Granted mod. CP which authorized installation new transmitter, for extension completion date from Feb. 22 to April 22.

Applications . . .

FEBRUARY 21

Harold H. Thoms, Durham, N. C.—CP new standard station, 1580 kc, 1000 w. unlimited.

Cherry & Webb Broadcasting Co., Providence, R. I.—CP new FM station, 47,500 kc, 6,207 sq. mi. Reinstated.

WRUL Boston—Mod. license for additional frequency of 9700 kc Dismissed.

KEVR Seattle—Special service authorization to permit broadcasting as a public service and without charge of information to longshoremen 3:15-6:45 p.m. daily in accordance with request of Pacific Coast Maritime Industry Board for period ending 4/1/44. Also extension of same for the period 4/1/44 to 5/1/45 or the duration of the war, whichever is earlier.

FEBRUARY 23

WKY Oklahoma City—CP new commercial television station, Channel 1.

WBT Charlotte, N. C.—Vol. assgn. license from Columbia Broadcasting System to KFAB Broadcasting Co.

KFAB Lincoln, Neb.—Vol. relinquishment control by The Sidles Co. through distribution capital stock as follows: Sidles Co., 27.5%; Star Printing Co., 13.75%; State Journal Printing Co., 13.75%; Columbia Broadcasting System, 45%. Also CP change 780 kc to 1110 kc, change hours operation from simultaneous day and share night with WBBM to unlimited time and install DA-N.

WBBM Chicago—Mod. license change hours operation from simultaneous day and share night with KFAB to unlimited time contingent on KFAB going on 1110 kc.

WJAG Norfolk, Neb.—CP change 1090 kc to 780 kc.

National Broadcasting Co., Washington—CP new FM station, 44,300 kc.

National Broadcasting Co., Cleveland—CP new FM station, 43,700 kc.

National Broadcasting Co., Denver—CP new FM station, 43,900 kc.

National Broadcasting Co., San Francisco—Same.

National Broadcasting Co., Los Angeles—CP new FM station, 44,100 kc.

KLZ Denver—CP new commercial television station, Channel 3.

FEBRUARY 24

WICA Ashtabula—CP new FM station, 48,900 kc, 4,116 sq. mi., unlimited time.

WHAS Louisville—CP new temporary class II experimental station, 45,700 kc, 1 kw, special emission.

WKY Oklahoma City—CP new FM station, 44,500 kc, 21,000 sq. mi.

FEBRUARY 25

Philco Radio & Television Corp., New York—CP new commercial television station, Channel 9.

Philco Radio & Television Corp., Washington, D. C.—CP new commercial television station, Channel 4.

National Broadcasting Co., Cleveland—CP new commercial television station, Channel 1.

York County Broadcasting Co., Rock Hill, S. C.—CP new standard station, 250 w, 1340 kc, unlimited.

WGN Chicago—CP new commercial television station, Channel 4.

W9XFR Kansas City, Mo.—Mod. license to change from a developmental station to FM station, 6,700 sq. mi. (46,500 kc).

National Broadcasting Co., Chicago—CP new commercial television station, Channel 1.

National Broadcasting Co., Los Angeles—CP new commercial television station, Channel 3.

National Broadcasting Co., San Francisco—CP new commercial television station, Channel 4.

National Broadcasting Co., Denver—CP new commercial television station, Channel 2. Also CP new FM station, 43,500 kc, 31,400 kc. sq. mi.

WICA Ashtabula, Ohio—CP install new transmitter, DA-N, increase power from 1 kw to 1 kw N, 5 kw D, and change hours from D to unlimited amended to omit request for new transmitter and change power to 1 kw D-N.

CLASSIFIED

Help Wanted (Cont'd)

Licensed—First class operator for network station in midwest. Good opportunity for future. Permanent job. Draft deferred preferred. Box 920, BROADCASTING.

Wanted Salesman—Splendid territory if you have a proven record back of you and can give character references. Can be made commercial manager as soon as you qualify. State all particulrs in first answer. L. D. Newman, WCMI, Ashland, Ky.

Wanted—Southern network staton has opening for person who can sell time and service accounts. Man or woman Give experience, references. Box 910, BROADCASTING.

Wanted — By progressive NBC station — full time announcer—$40 week start, advancement. Must have experience and references. KWBW, Hutchinson, Kansas.

Situations Wanted

ANNOUNCER—EXPERIENCED — College graduate—Honorable discharge—Desire change to larger station. Box 914, BROADCASTING.

CHIEF ENGINEER—for small station. Good Announcer. Box 917, BROADCASTING.

COMPLETE STAFF—for local station. Engineering—Sales-production. Three versatile combination men. Salary or percentage. Box 916, BROADCASTING.

Trained Radio Help Available—to help offset the shortage of technically trained Radio personnel, we are preparing women for second and first class radiotelephone licenses and other Radio communication work. Some trained girls are available right along. When you need women technicians, please write us. No obligation, no fees. DeFOREST'S TRAINING, INC., 2533 N. Ashland Ave., Chicago 14, Illinois.

Announcer—News specialist. Nothing under $85.00 weekly considered. Ability too good to pass up. Write Box 931, BROADCASTING.

Radio Engineer—12 years experience in broadcasting. Automatic telephony and equipment design. Desires a connection in any of these fields. Box 932, BROADCASTING.

SECRETARY—Actress, writer, 24, college graduate. Redhead, talent, initiative, wants to break into radio. Box 934, BROADCASTING.

Ten Years Experience—Salesman, Commercial Manager. Oustanding sales record; ideas, ambitious, energetic. Qualified for station manager. Available in thirty days, good references. Give full details first letter including remuneration arrangement and possibilities. Box 929, BROADCASTING.

Chief Engineer—sacrificing $5,000 pre-war radio engineering employment account health; returning broadcasting, best offer AM-FM. Graduate engineer, 28. 10 years. Full responsibility. Airmail data, photo. Box 930, BROADCASTING.

Newscaster—Available March 1st. Weekly minimum $100.00. Now employed, fair and obvious reason for change. Box 925, BROADCASTING.

ANNOUNCER—Experienced. Exempt. East. Box 927, BROADCASTING.

OPERATOR—Secretary, graduate of NAB operators' course desires position. Write Box 928, BROADCASTING.

Graduate—Of Radio Announcing School. Had mike experience only in local department store. Hope to get job on station in either Ohio or Pennsylvania. Have good radio voice. Will go far in radio if given a chance. Audition records and photo furnished on request. Can furnish any number of references or recommendations. Can be ready immediately. 4F in Draft. Box 923, BROADCASTING.

Transmitter Engineer—Desires change. 50 KW experience. Capable — Married — 3A(H). Box 936, BROADCASTING.

Situations Wanted (Cont'd)

College Woman—23, single; ex-newspaper writer; now, program director's assistant in 5000 watt station, doing traffic and air work, writing daily 15 minute commercial show; one year in radio; personable, presentable; desires position, $35 minimum starting, preferably in San Francisco or Los Angeles station. Box 921, BROADCASTING.

Announcer—Draft exempt, single, 22, nine months experience in general announcing and writing commercial continuity. Also wide knowledge of music. Now employed on duration basis. Desire Wis. or Ill. location with post-war future. Available April 1st. Send all details first. Write Box 907, BROADCASTING.

NEWS EDITOR—and newscaster with 10 years experience in radio and prior newspaper editor desires connection where it's recognized "there's no substitute for experience." Will guarantee building up the very best local news service. Have thoro knowledge of all major news wires and bureau operation. Am now employed. Availability. Box 908, BROADCASTING.

WHN . . . SO YOU LIKE IDEAS . . . THINGS DONE DIFFERENTLY AND BETTER! THEN WRITE BOX 909, BROADCASTING.

Young Man—4-F, desires connection with station in or around New England as announcer. Previous experience announcing on college radio station. Box 912, BROADCASTING.

YOUNG MAN—24—WANTS ANNOUNCER'S POSITION—4-F—trained in mike technique and board work at two excellent schools—good appearance—fine educational background—will send photo and voice disk upon request. Box 900, BROADCASTING.

Top Flight Announcer—Wants program director position. Network experience. Knows programming and production. Station size no object. 4-F. Married. College degree. 5 years radio. Box 901, BROADCASTING.

Musical Director—Program recording and live show expert desires change of locale. Formerly with reputable New York station. Best references. Box 899, BROADCASTING.

ENGINEER — Electrical engineer — 4-F — draft deferred—nine years experience. High—medium—low power—Present position Chief Engineer—Desire change. Box 894, BROADCASTING.

Wanted to Buy

Wanted—One Wincharger or any guyed, 175 foot tower and lighting equipment. 1,000 Watt Antenna tuning unit, 200 foot ⅝ inch or larger Coaxial Cable with gas equipment. One 1,000 watt transmitter complete with tubes. Box 926, BROADCASTING.

Want to buy new or used RCA Instantaneous Recording Attachment to fit RCA turntable type 70-C-1. Give price. WMRF, Lewiston, Pennsylvania.

WILL PAY CASH—for Western local or regional station. Replies confidential. Box 922, BROADCASTING.

Wanted—1 250 foot tower, forty to fifty thousand feet No. 10 bare copper wire, large inductors of eighty to one hundred microhenries, small inductors, approximately twenty-five microhenries and mica capacitors, five to ten thousand volt. State condition and price in your letter. G. E. Gautney, Station WICA, Ashtabula, Ohio.

Needed Badly—Presto Model "Y" Table and Head. Send full particulars. Box 911, BROADCASTING.

Wanted To Buy—Modulation and Frequency Monitors. Box 905, BROADCASTING.

Wanted To Buy—250 watt transmitter, studio equipment, tower, ground wire, frequency monitor. Box 906, BROADCASTING.

Wanted to Buy

Wanted—250 Watt transmitter and accessory equipment. Send list. Will pay cash without delay. Box 896, BROADCASTING.

EQUIPMENT WANTED—New or used 1 KW transmitter, phasing equipment, vertical radiators, copper wire for ground system coupling units, frequency modulation and phase monitors. Address Box 890, Care BROADCASTING Magazine.

All Or part interest in 250 Watt Broadcasting station. In south, southeast or southwest. Box 891, BROADCASTING.

Equipment Wanted—Modulation Monitor, with FCC approval, studio console, new or used copper wire, and a limiting amplifier with FCC approval. Will pay cash for any and all above items. Bob McRaney, General Manager WCBI, Columbus, Mississippi.

WANTED
Assistant Engineer For FM Station
North Carolina's Pioneer FM station, WMIT, with its transmitter atop Clingman's Peak. Single man, draft exempt. Salary plus board and lodging. Attractive proposition for right man. Write full information to—
P. O. Box 2093 Winston-Salem, North Carolina

Wanted to Buy (Cont'd)

1000 WATT TRANSMITTER—Modulation Monitor and Frequency Monitor. Cash deal or will swap 250 Watt transmitter. Box 933, BROADCASTING.

Wanted—Hammond organ. Wire collect age and price. Radio station KSTP St. Paul, Minnesota.

Wanted to buy—1 KW Transmitter. Address Box 902, BROADCASTING.

If you are a **Good Announcer** or salesman here is a real chance for **permanent well-paid** position. If you have any special ability as M.C. or excel as newscaster, so much the better. Write down (in confidence) all possible particulars, including draft status, physical defects, age, experience, etc.

Last year this appeal placed some good men in good jobs in a well-known Eastern basic station. **Special consideration** given men with military discharges. Others should state when they can accept position, if offered. This is a genuine opportunity, if you have ability and ambition, to get set for the future.

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Morgenthau Lauds Radio's Part In Putting Across 4th War Loan

"RADIO has once more demonstrated its place in the social structure of this nation, as well as its ability to move people to act" Secretary of the Treasury Morgenthau stated in an open letter to the radio industry last week thanking stations and networks for their Fourth War Loan contribution.

Best Job Yet

"Now, with the impact of its role still fresh in my mind, I want to pay tribute to the part that radio stations, the major networks and advertisers have played in the success of the Fourth War Loan. Because of the total number of people it reaches and the effect which it has on these people, radio as such is indispensable to the success of War Loan drives", Mr. Morgenthau stated, adding "I commend to you a report on radio and its people which I have just received from Ted R. Gamble, national director of the War Finance Division."

Mr. Gamble's report to the Treasury chief said: "Because radio is so equipped to talk in personal terms to people, it was *able* to be so successful. And, because the people of radio placed the job of the Fourth War Loan above their personal jobs, radio *was* so successful." In his letter Mr. Gamble stated that the Hooper figures on the opening broadcast (Full-hour four network kick-off program of Jan. 17, BROADCASTING, Jan. 17) of the Drive show an "unusually high rating of 44.4. In other words, 14,000,000 families or 42,000,000 people heard that one broadcast." Mr. Gamble also stated that in the OWI report received on the Loan, it is shown that "radio beat the job it did in the Third War Loan by 20%; it beat its Second War Loan performance by 50%."

OWI Record

It was shown by OWI in its consolidated report on Fourth War Loan activities allocated through that agency, that a total of approximately 1,390,543,000 listener impressions were estimated to have been effected in the Drive. Breakdown of this total shows 961,100,000 under the network allocation plan; 257,592,000 under the special assignment plan; 120,600,000 under the station announcement plan; 33,651,000 under the national spot plan; 27,600,000 under special events. It should be understood that these figures do not include the recorded Treasury programs, or the large number of programs initiated individually by stations or nets. Time and talent estimated on the OWI allocated programs and announcements is estimated at around $2,574,000.

Program allocation resulted in a total of 87,466 programs and announcements during the four week Campaign, the OWI report states. These included 395 network, 86,994 local station transcribed announcements and 77 national spot and regional programs. The latter composed 2,441 station broadcasts.

Lost His Shirt

TOP COVERAGE was what WMBD Peoria wanted to give the $90,000 early morning fire in the Kennedy laundry. But coverage went too far. All through the fire, Ed Cooper announced the latest news from the disaster. Then as he left the mike, the engineer in the control room heard him mutter, "And I lost my shirt—all 12 of 'em."

Ready for Easter

REV. George Sonneborn, of the Central Reformed Church, Dayton, is now in a position to inform his congregation that grape juice will be available for Holy Week Communion. Rev. Sonneborn walked by a display window in Dayton which contained a picture of Irene Rich and a plug for her Sunday program over CBS and WHIO. The grape juice was the sponsor's product and after phoning the assistant manager of the station he was able to locate the local man who provided the precious liquid and make arrangements for securing it for his parish.

Du MONT ANNIVERSARY

ALLEN B. Du MONT LABS, Passaic, N. J., started its Five-Year Club Feb. 15 with a dinner-dance held at the Upper Montclair Country Club. Du Mont five-year pins were presented by Mr. Du Mont to every employe five years or more with the organization.

Formal Petition for Four-Way Transfer Of WBT and KFAB Stock Filed at FCC

FORMAL applications in a four-phase transaction involving transfer of WBT Charlotte to the KFAB Broadcasting Co., Lincoln, Neb., and acquisition by CBS of 45% of the KFAB Co. stock [BROADCASTING, Feb. 7] were filed last Wednesday with the FCC.

Stations Affected

In the proposed transaction, which needs only FCC formal approval, WBT will be acquired by the KFAB Co. and CBS becomes 45% stockholder in the Lincoln firm, on payment by the company of $455,000 to CBS and depositing in escrow in the First National Bank of Lincoln $100,000, pending completion of all phases of the deal, at which time the $100,000 will go to the stockholders of KFAB Co.

Affected by the transaction are WBBM Chicago, which will get clear-channel operation on 780 kc; KFOR Lincoln and KOIL Omaha would be sold by the Sidles Co., the State Journal Printing Co. and the Star Printing Co., present owners of KFAB Co. to Charles T. and James Stuart of Lincoln; KFAB, changing frequency from 780 to 1110 kc; and WJAG Norfolk, Neb., limited time station, changing frequency from 1090 to 780 kc.

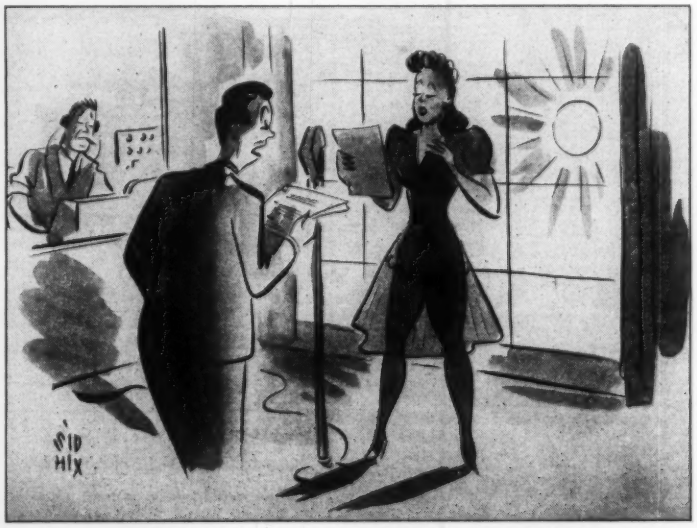
At present WBBM and KFAB synchronize at night. The transaction opens the way for WBBM, 50,000 w CBS key, to terminate the synchronous operation as an unrestricted, clear-channel outlet.

The Sidles Co., which now holds 51% of the stock in KFAB Co., would relinquish control under the transaction. Ownership of the Lincoln firm, which would continue to operate KFAB and take over operation of WBT, will be as follows: CBS 45%; Sidles Co. 27.5%; Star Printing Co. and Journal Printing Co. 13.75% each.

Construction work on the KFAB transmitter will begin immediately upon FCC approval, the application filed by Segal, Smith & Hennessey stated. Under Order L-41 the WPB has granted authority for the necessary construction, inasmuch as all critical materials are on hand. Shift of KFAB from 780 to 1110 c also will pave the way for an increase in power from 10,000 to 50,000 w.

Under terms of an agreement filed with the FCC, Columbia is to provide all materials and bear expenses of changing WJAG from 1090 to 780 c. WJAG is operated by the *Norfolk Daily News*.

Transfer of WBT to the KFAB Co. was attributed to the FCC network anti-monopoly regulations which prohibit a chain company from owning facilities in other than key station cities or where network competition cannot acquire competing facilities. The KOIL-KFOR transfer was necessitated under the Commission's "duopoly" rule, which becomes effective at midnight May 31 and which bans multiple ownership.



Drawn for BROADCASTING by Sid Hix

"Margot, You're Hiding Something From Me"

4TH LOCAL GRANTED UNDER FCC-WPB ACT

LUDINGTON Broadcasting Co., Ludington, Mich., last week was granted a construction permit by the FCC for a new local 250 w outlet in that area. Grant is the fourth to be handed down under the FCC-WPB statement of Jan. 26. The new station will operate unlimited time on 1450 kc. Ludington Broadcasting is owned by Karl L. Ashbacker, president and 48% owner of WKBZ Muskegon, Mich., and his son, Grant F. Ashbacker (51%), WKBZ general manager.

First three local station construction permits to be authorized under the Jan. 26 order are held by Sacandaga Broadcasting Corp., Gloversville, N. Y.; KNOE Inc., Monroe, La.; and Fort Hamilton Broadcasting Co., Hamilton, O.

Applications received by the Commission last week for new stations were filed by Harold H. Thoms, Durham, N. C., for a 1 kw standard outlet, and Cherry & Webb Broadcasting Co., Providence, R. I., licensee, 25 of WPRO, for a new FM station to be operated on 47,500 kc with a coverage of 6,207 sq. mi. Mr. Thoms is chief owner of WISE Asheville, N. C., and is part owner and general manager of WAYS Charlotte, N. C.

MACY DRUGS NATIONWIDE

R. H. MACY Co., New York department store, is planning national distribution of its Supremacy drug products through retail druggists. Following trade promotion through direct mail and other media, directed to the dealers, a national consumer advertising campaign will be initiated. Store will issue its advertising locally. Radio may be used, but will be a secondary medium. Grey Adv., New York, is the agency. Account executive is Herschel Deutsch.

More advertisers spend more money to sell more merchandise to more people on WLW than on any other radio station in the world.

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